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First Aid In Emergencies

What to Do Till the Doctor Comes

McKESSON & ROBBINS

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KEEP THIS BOOK IN YOUR MEDICINE CHEST

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FIRST AID IN EMERGENCIES

What to Do Till the Doctor Comes

A HANDBOOK OF HEALTH HELPS AND HOME REMEDIES

EMERGENCIES are met in every household; accidents which require attention to relieve suffering and to avoid the consequences of delay and neglect. WHAT TO DO BEFORE THE DOCTOR COMES is important when the help administered is intelligent.

Quick wit in an emergency means preparedness. Those who know what to do are useful in a crisis because they have visioned it and have outlined action to be taken in event of need. Even children should be taught to help, for lessons early acquired are never forgotten.

Prompt, intelligent action often saves life. Even though an accident victim seems lifeless there is hope. A cool head directing relief measures inspires confidence and the psychological effect upon the sufferer is often miraculous.

THE MEDICINE CHEST—The next essential is a conveniently located cabinet or chest containing properly labeled remedies which have use in relief of suffering—treatments easily applied by those nearest at hand and which are likewise AVAILABLE TO THE DOCTOR, who should be called immediately.

In the hour of need it is unwise to depend on neighbors to be awakened at night, or upon remote druggists who may have no delivery service available. The best insurance is the family's own cabinet containing reliable remedies suggested under McKesson Products (Page 70), which may be selected to cover all needs and emergencies.

McKESSON & ROBBINS, a neighborhood drug store 100 years ago, now grown to serve independent druggists

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throughout America, offer this handy guide of health hints as a contribution to the relief of human suffering. Their products may be obtained from reliable druggists everywhere.

HEARSAY AND SUPERSTITION

IN CASE OF EMERGENCY the advice of every neighbor should not be followed. Suggestions are well intended, but are frequently disastrous since they are often based on hearsay or superstition. It is not only safer but also cheaper, even in apparently minor accidents, to *summon a doctor.*

WHAT THE DOCTOR MEANS

THE DOCTOR uses four terms which everyone should understand. They are temperature, pulse, respiration, and blood pressure.

TEMPERATURE means the body's heat as taken by a clinical thermometer placed in the mouth, under the armpit or in the rectum. Normal temperature via the mouth is 98.6 degrees F. By rectum this is ½ degree higher and under the arm 1/10 degree or more lower. Sub-normal temperature, i.e., one below normal or a temperature above normal usually indicates trouble. When temperature rises above 98.6 after the thermometer is left in the mouth one to five minutes or in the rectum one to three minutes (according to thermometer used), the patient has fever or is said to have "temperature". In children temperature runs higher than in adults and can sometimes reach an alarming degree and subside just as quickly.

Inflammation and germs raise temperature while excessive vomiting, diarrhœa and shock frequently lower it. There is usually a typical run of temperature for all diseases which assists in diagnosis.

In taking temperature by mouth the mercury should be shaken below 95 F. The patient should take nothing hot or cold directly preceding. The lips should be kept closed. The thermometer is read by holding horizontally against the light and reading where the end of the mercury stops. The smallest divisions marked on the thermometer are 1/10 of a degree—the largest—one degree.

THE PULSE is the chronicle of the heart's action. This can be felt below the thumb on the wrist or in the temple. Pulse is known as frequent between 100 and 115 beats per minute; rapid if between 115 and 140, and running when over 140. In general new born babies have a pulse of 130 to 160 beats per minute; children 6 to 12 months old 105 to 115; 2 to 6 years, 90 to 105; 7 to 10 years, 80 to 90; 11 to 14—75 to 85; adult men 60 to 70; and adult women 65 to 80. Of course excitement, worry, disease, or poisons, etc., cause alteration in the pulse.

RESPIRATION—In breathing one inhales oxygen and exhales carbon dioxide to purify the blood. This process is called respiration. It is determined by the chest rise and fall, counting one for the process each time it occurs in the minute.

Normal respiration is ¼ the total pulse beats. A respiration off normal indicates trouble. Normal respiration for adults is usually 16 to 18, for children 20 to 24, and for infants 24 to 30. Respiration has certain indications for certain diseases and is therefore important to the doctor.

BLOOD PRESSURE is the force with which the blood courses through the blood vessels. Very low and very high blood pressure are apt to mean trouble. A blood pressure chart for different ages is given herewith.

BLOOD PRESSURE CHART

AGES	A	B	C	D
15—20	105	120	132	150
21—25	108	123	135	153
26—30	109	124	136	154
31—35	110	125	137	155
36—40	112	127	139	157
41—45	114	129	141	159
46—50	116	131	143	161
51—55	117	132	144	162
56—60	120	135	147	
61—65	121	136	148	

A.—represents the lowest safe pressure. B.—normal. C.—the highest safe pressure. D.—dangerous if customary.

URINE SPECIMEN—When the doctor demands a urine specimen, empty the bladder at 7 A.M. and throw the specimen away. Then save all urine subsequent to that time up to seven A.M. the next day, mix, fill a clear pint jar with specimen, paste patient's name on jar, and keep in a cool place till given the doctor.

CARE IN DOSAGE.—A common mistake is the belief that because a remedy cures one ailment it is good for everything. Such a miracle is impossible since different ingredients work on different organs in different ways. To accomplish the greatest good the right treatment should be used for a specific purpose. Moreover, attention should be paid to proper dosage. If 1 or 2 pills are recommended 4 should not be swallowed on the assumption that they will do the work in half the time.

Many persons find bottles about the house which they hesitate to throw out and with which they experiment. The body mechanism is too delicate to be unnecessarily tampered with. Only tried remedies consisting of the best possible materials advised by the most experienced doctors and chemists should be employed. Dosage should be accurate. One pill means one pill. A teaspoonful means a level teaspoonful unless otherwise directed.

WHEN TO TAKE MEDICINE.—Another important feature in obtaining the best results is attention to the time specified for taking a dose. If ordered before meals, the dose should not be swallowed after the patient finishes his dessert. Some remedies should not come in contact with an empty stomach. In other cases a remedy's value is lost if mixed with food. Again there are products which should not be given in proximity to meal time, but take their effect when no digestive process is going on.

CHILDREN'S DOSAGE—It is important that a prescription intended for children should be given as directed and carefully measured. When dosage is reckoned for adults only, a table for arriving at the proper amount for the proper age of a child may be determined by Young's theory.

Take the age and divide it by the age plus 12. Thus, a child of two would receive: $\frac{2}{2+12} = \frac{1}{7}$ of the adult

dosage. It is unwise to dose a baby without a doctor's prescription, but a table for infants is arrived at by adding 144 to the age in months and using this as the denominator of a fraction of which the age in months is the numerator. A 6 months old baby, therefore, would receive $\frac{1}{25}$ of the adult dose, arrived at thus:

$$\frac{6}{6 + 144} = \frac{6}{150,} \text{ or } \frac{1}{25}$$

With cathartics these amounts can be safely increased twice or a little more, but children do not stand narcotics well and of these ½ the above proportions should be used. For sub-cutaneous administration the dose is ½ that given by mouth: for rectal administration twice that given by mouth.

POISONS AND ANTIDOTES

First Aid Treatment to All Poisoning Cases

SEND FOR THE NEAREST DOCTOR, but until he arrives follow directions given as nearly as possible.

General Treatment in All Poisoning

Smell the breath and examine the mouth to ascertain what poison has been swallowed. Give the antidote if it is known and available. Otherwise give white of eggs, milk or strong tea. They will do no harm and are antagonistic to many poisons. Empty stomach as promptly as possible by an emetic or by use of the stomach pump. In cardiac failure give stimulants. In narcosis keep patient awake. Where paralysis of respiratory movements threatens slap chest and use artificial respiration. Ammonia or coffee is a useful respiratory stimulant. The most common emetic is lukewarm water mixed with a teaspoonful of mustard or salt. Repeat the dose every ten minutes if

vomiting does not occur. Emetics or the stomach pump are not used where acid has been taken. If the patient is cold put hot water bottles at the feet and extremities. Keep giving patient warm water to drink.

ACID POISONING

ACETIC—(vinegar odor to breath.) Give sodium bicarbonate, lime water or milk.

CARBOLIC—(white burns on lips and mouth.) Give Glauber Salt or Sodium Sulphate solution in any dilution, washing stomach with it. Keep patient warm, give stimulants.

SULPHURIC
HYDROCHLORIC
MURIATIC
OXALIC
NITRIC

Give no emetic. Give chalk and water, sodium bicarbonate, soap or plaster from the wall in an emergency. Olive oil, white of egg and thin starch are useful. Hypodermic stimulant, external heat.

HYDROCYANIC
PRUSSIC
CYANIDE OF POTASSIUM

Artificial respiration, oxygen or ammonia by inhalation. Give brandy, lime water, or soda by enema if necessary.

DRUG POISONS

ACONITE—Give emetic, follow with strong tea or other stimulants hypodermically, place patient's feet higher than head, apply mustard plaster over heart, keep patient warm.

AMMONIA—Vinegar and lemon juice to neutralize poison, oil or white of egg to stop irritation.

ANILIN DYES—Give emetic. Keep patient quiet.

ANTIMONY—(See Tartar Emetic.)

ARSENIC—Give 1 tablespoonful every 10 minutes of hydrated oxide of iron with magnesia. Follow with raw eggs, sweet oil; stimulants.

ATROPINE—(See Belladonna.)

BELLADONNA—Use stomach pump or emetic. Give tannic acid as an antidote, ½ teaspoonful in a glass of water. Black coffee enema.

BICHLORIDE OF MERCURY—Give albuminous food as milk or flour followed by washing stomach with a strong solution of Sodium Sulphate or Glauber Salt.

BLUE VITRIOL
BLUE STONE } (See Copper Sulphate.)

CAMPHOR—Give emetic; keep warm; give stimulants.

CANTHARIDES—Give emetic; egg white; stimulants. Do not give oils.

CAUSTIC POTASH
CAUSTIC SODA } (See Lye.)

CHLORAL—Give emetic; stimulants. Keep patient awake. Keep warm.

CHLOROFORM—Give emetic. Artificial respiration. Stimulants by enema if necessary.

COCAINE—Give emetic; black coffee. Artificial respiration if necessary.

COLCHICUM—Give emetic; white of egg; stimulants.

CODEINE—(See Opium.)

COPPER SULPHATE—Give emetic. Follow with milk, eggs, sodium bicarbonate, soap, or magnesia.

CORROSIVE SUBLIMATE—(See Bichloride of Mercury.)

CREOSOTE—(See Carbolic Acid.)

CROTON OIL—Give emetic; follow with flour and water or milk; mucilaginous drinks, or white of egg in water.

CYANIDE OF POTASSIUM—(See Hydrocyanic Acid.)

DIGITALIS—Give emetic. Follow immediately with ½ teaspoonful of tannic acid in a cup of water. Apply heat to extremities; keep patient recumbent

ELATERIUM—Give emetic. Apply external heat. Give a demulcent.

ERGOT—Give emetic or use stomach pump. Give warm water or tea, follow with quick purgative such as Croton oil. A hot sponge bath and friction are recommended.

HENBANE—(Treat as for Belladonna.)

IODIN—Give starch and water, bread and water, empty the stomach, follow with starch paste. Milk or egg white may be given. Stimulants.

LAUDANUM—(See Opium.)

LEADS { RED LEAD, WHITE LEAD, SUGAR OF LEAD, LEAD PAINTS } Give Epsom Salts in water; an emetic; follow with egg whites and castor oil.

LOBELIA—Use stomach pump; ½ teaspoonful of tannic acid in 1 cup of water; apply external heat; stimulants.

LYE—(Caustic Potash, Caustic Soda.) Give olive oil; follow with vinegar and lemon.

MORPHINE—(See Opium.)

MUSHROOM—(Toadstools.) Give emetic. Also 1/100 grain of atropin hypodermically. Follow with castor oil, stimulants and external heat.

NUX VOMICA—Use strong tea or give ½ teaspoonful of tannic acid in a cup of water. Powdered charcoal is a good antidote. Empty the stomach.

OPIUM—Use stomach pump or emetic; give black coffee by enema if necessary. Give ½ teaspoonful of tannic acid in cup of water. A respiratory stimulant such as atropin or ammonia should be used.

PAINTS—(See Lead.)

PAREGORIC—(See Opium.)

PARIS GREEN—(See Arsenic.)

PHOSPHOROUS—Give copper sulphate as an emetic. Give 5 grains of potassium permanganate in a glass of water. Epsom Salts as a purge. No oils or fats.

PTOMAINE POISONING—Use emetic or stomach pump. Follow with castor oil, or Epsom Salts and powdered charcoal; stimulants; external heat.

RAT POISON—(See Arsenic or Phosphorous.)

SILVER NITRATE—Give a teaspoonful of common salt in water. Follow with emetic.

STRYCHNINE—(See Nux Vomica.)

TARTAR EMETIC—Give emetic; follow with strong tea or warm water. Apply external heat.

WOOD ALCOHOL—Give emetic; follow with strong coffee; apply heat to hands and feet and over heart. Hold ammonia fumes to patient's nose.

ZINC—(All Forms.) Give emetic. Follow with sodium bicarbonate in water, egg white and strong tea. Apply external heat.

FIRST AID SUGGESTIONS

and Health Helps

ACHES—Muscular pains and neuralgia. Relieve by applying McKesson's Analgesic Balm or by rubbing with Camphorated Oil; take Aspirolithine tablets internally.

ACIDITY—Use McKesson's Soda Mint and Pepsin tablets, or ½ teaspoonful of Sodium Bicarbonate in ½ glass of water, or McKesson's Milk of Magnesia.

ASTHMA—Saturate blotting paper with salt petre, dry and ignite it over metal container. Inhale fumes. Spray nose and throat with Albomist or use Nasal Jelly. Emoleo is also helpful.

ANEMIA—A run down condition showing a lowered red blood count and lowered hemoglobin content. Rest, fresh air, sunshine, vegetable diet—especially lettuce and spinach—cooked liver, cooked tripe and Cod Liver Oil are recommended. McKesson's Beef, Iron & Wine is a valuable tonic adjunct; also, Albomalt—a laxative body builder. The bowels should be kept open with Albagar. Diseased teeth should be extracted. Consult a doctor. (See Page 33.)

ARTIFICIAL RESPIRATION—(See Drowning.)

BANDAGES—are useful for keeping surgical dressing in place, for reducing swelling and for affording support.

Roller, triangular and many-tailed bandages should be kept on hand—sterile and tightly rolled.

Roller bandages for the hand are usually 1 inch wide and 1 to 2 yards long; for the head 2 inches wide and 6 yards long; for the legs 2½ inches wide and 6 to 8 yards long. To affix, wrap one end twice around the part and let each succeeding layer overlap ⅔rds of

its predecessor, securing the final end with a safety pin. Wrap with an even pressure, tight enough to hold and not too tight to stop circulation, and from the outside of the bandage roll. If the bandage puckers, turn edge to make an inverted V and carry around the part, overlapping as before. Limbs are bandaged from below upward and from within outward; the chest from below upward; the abdomen from above downward.

The triangular bandage consists of a yard or more of sterile cloth folded diagonally. This makes a sling for an injured arm if the two ends are tied and the knot slipped over shoulder and the remainder slipped under the opposite arm. To bandage a foot, spread bandage, place foot in center with toes toward point, bring point over instep, draw ends over instep, cross and tie on top. The hand is bandaged in the same manner.

The many-tailed bandage is a square of cloth with strips torn toward the center on two opposite sides. The whole cloth is placed over the injury and the strips or tails tied separately. This bandage can be loosened or tightened in spots.

BED-SORES—Use a lubricant, gently massage, swab gently with gauze dipped in hot normal salt solution. Apply McKesson's Stearate of Zinc Compound with Balsam Peru, Boric Acid & Ichthyol.

BLACK EYE—Apply ice compresses of equal parts of Witch Hazel and Arnica. After 24 hours follow with hot water applications for at least half an hour thrice daily or swab with heated McKesson's Virgin Olive Oil.

BLISTERS—If friction-made, puncture lower part with a sterile needle, absorb liquid with sterile cotton, anoint with pure vaseline, cover with sterile gauze and bandage lightly. If from burns, do not break. Pour on carron oil, olive oil, or white of egg, or anoint gently with paste made of Sodium Bicarbonate and boiled water or spread with Neoderm Ointment. Cover with a sterile cloth to exclude the air.

BILIOUSNESS—Reduce fats diet, eat vegetables; cleanse system with 1 tablespoonful of Epsom Salts in as little water as possible. Follow a few hours later with a

lighter laxative such as McKesson's Milk of Magnesia or McKesson's Sodium Phosphate.

BOILS—Poultice or treat with boric acid fomentations, or cotton saturated in glycerine until the core points and discharges. To attempt to evacuate the contents of a boil by pressure may scatter the boil and cause erysipelas. After bringing to a head with glycerine or boric acid compresses, have it lanced by A DOCTOR.

BRUISE—Apply cold compresses followed by hot ones to decrease the swelling. Apply McKesson's Tincture of Arnica once daily.

BURNS—*Acid*—Flush burn with boric acid, milk of magnesia or sterile warm water. Dress with pure vaseline (never carbolated vaseline) or olive or castor oil. If paraffin wax is at hand, dry burn under a fan, melt paraffin and gently paint the wound with a clean camel's hair brush dipped in the mixture at a temperature not to exceed 150 degrees F. When the entire surface has been covered, a thin sheet of cotton is applied over the wax and saturated with a second coat of wax. Another layer of cotton and a bandage complete the dressing which is renewed every 24 hours. This treatment should be left to THE DOCTOR. (See Fire Burns.) Neoderm Ointment is also good.

Carbolic Acid—Wash with full strength grain alcohol, cover lightly with surgical gauze. Cotton should never be placed in direct contact with any burn.

Alkali—Apply vinegar or lemon juice, then anoint with vaseline or Neoderm Ointment or paraffin.

Electric—Bathe affected part with boric acid solution or witch hazel, follow with dry gauze and vaseline. ALWAYS SEND FOR THE DOCTOR as there may be internal injuries.

Gasoline, Grease, Lightning—McKesson's Neoderm Ointment or paraffin. (See Acid Burns.)

Fire—If small, use Neoderm Ointment. If considerable area is affected cleanse burn with ether then spray with a warm sterile 2 to 5% aqueous solution of freshly prepared tannic acid. Dry in hot air. Repeat five to ten times. No dressing is applied. Any ordinary atomizer may be used as a sprayer.

Paraffin wax used as in acid burns is equally good

as a treatment. Sodium Bicarbonate paste, carron oil, olive oil, vaseline or even motor oil may be used in emergencies. This treatment should be followed by light bandaging to exclude the air.

CARBUNCLE—REQUIRES A DOCTOR, but is aided by poultices. A boil is a walled-up infection forming a core; a carbuncle is not circumscribed and the infection spreads in all directions. Should never be treated by the patient.

CAR SICKNESS—Take McKesson's Milk of Magnesia or Cascara Sagrada for several days before departing. On boarding boat or train, place cotton in ears, avoid looking out the windows, avoid rich foods. A lemon sucked at intervals or hot broth or tea taken at the first sign of faintness is helpful.

CHAPPED HANDS—Dry thoroughly after washing. Apply McKesson's Milk of Almond Cream or Glycerine and Rose Water. In severe cases anoint hands and encase at night in old gloves. Camphor Ice is of help to chafed skin surfaces.

CHOKING—(See Foreign Body.)

CHILBLAINS—Avoid sudden temperature changes. Build up the health with McKesson's Cod Liver Oil, rub affected parts with Camphorated Oil or Mustarx, avoiding exposure to heat. Painting affected parts with collodion is frequently helpful.

CHILLS—Usually a symptom of serious trouble. SEND FOR DOCTOR. Put patient to bed with hot water bottles and blankets.

COLDS—No cold is unimportant. SUMMON A DOCTOR. For sore throat—gargle with McKesson's Potassium Chlorate Tablets in a glass of water or with 1 teaspoonful of salt and 1 teaspoonful of Sodium Bicarbonate in a glass of water. Wring a cloth almost dry from cold water, place about neck, cover well with dry flannel. If cold goes to chest and cough develops, rub Albatum on the chest and take Kigo for Coughs or one of McKesson's White Pine compounds. For ordinary cold, take Darol as directed and ½ teaspoonful of Sodium Bicarbonate in ½ glass of water thrice daily

or use latter and 5 grains McKesson's Aspirin or Aspirolithine tablets every 3 hours. Spray nose with Albomist. Take a hot foot bath, go to bed, drink as much hot lemonade as possible, taking care not to become chilled in perspiring. Take a good cathartic such as Epsom Salts. McKesson's Nasal Jelly clears the nostrils in head colds and rhinitis tablets are effective in many cases. If the body aches, grippe or influenza is probably developing. SUMMON A DOCTOR.

COLD SORE—Indicates a disturbed stomach. Take ½ teaspoonful of Sodium Bicarbonate in ½ glass of water 3 times daily; apply Spirit of Camphor or Sweet Spirits of Nitre.

COLIC—From overfeeding or indigestible food. Massage abdomen gently with McKesson's Mustarx. Give 10 drops to ½ teaspoonful of Essence of Peppermint in warm water or McKesson's Elixir of Catnep and Fennel. A warm enema is helpful.

CONSTIPATION—In mild cases use McKesson's Milk of Magnesia. In chronic cases Cascara Sagrada is recommended not only for its usefulness but its tonic effect. Albagar, a combination of agar-agar and mineral oil, also Albolene, is efficacious as a non-habit forming aid to natural bowel movements. Castor Oil gives a mild but thorough evacuation in 6 to 10 hours. McKesson's Rochelle or Epsom Salts, 1 to 2 tablespoonfuls in as little water as possible, accomplish a thorough purgation in the least possible time. Albomalt is much used in secondary treatment of hemorrhoids, autointoxication and constipation of pregnancy. (See McKesson Products Pages 35 and 70.)

CONVULSIONS—In adults this is usually due to epilepsy. The patient should be placed on back on floor, the clothing loosened, the head elevated, plenty of air provided, a wedge placed between the teeth, the body surrounded by hot water bottles.

Convulsions in children often indicate the onset of an acute disease. A DOCTOR SHOULD BE SUMMONED. If due to digestive disturbances only, apply ice to head, heat to body.

Give an Epsom Salts enema. Many advocate placing the child in hot water up to its neck. Enfolding the child in a sheet dipped in a quart of water containing a tablespoonful of Mustard accomplishes the same purpose. Place the feet in Mustard water.

CORNS—(See Feet Page 57.) McKesson's Corn Remedy.

COUGHS—Rub Mustarx on chest, take a good dose of Castor Oil and use Kigo for Coughs or one of McKesson's White Pine Cough Syrup Compounds.

CRAMPS—Hot cloths or a mustard plaster of Mustarx placed over the stomach and at the feet are helpful. In case of muscular cramp, bathe in hot water, massage with McKesson's Arnica.

CROUP—Apply hot compresses to throat. Use a warm water enema. Let patient inhale steam from boiling water to which a teaspoonful of compound tincture of benzoin is added. Give a teaspoonful of Syrup of Ipecac to cause vomiting to bring up the phlegm.

CUTS—Use McKesson's Heal Quick Ointment, Iodine, Mercurochrome, Stearate of Zinc or Carbolic Salve. Bandage loosely.

DOG AND CAT BITES—In ordinary cases swab wound with Tincture of Iodine on a cotton applicator. If there is reason to suspect that the attacking animal is suffering from rabies apply pure phenol (carbolic acid) into the depth of wound, allow to act for one minute. Then neutralize with alcohol on a similar cotton applicator. Advise patient to report the bite to the Board of Health who will kill the dog and examine a section of the brain for the Negri bodies which are found in rabies. If these bodies are discovered, the patient should receive injections of anti-rabic serum. If no Negri bodies are found, a dry surgical dressing is applied.

DIARRHOEA—Give no food. Use hot fomentations, or a mustard plaster over abdomen. Hot ginger tea may be given. After 12 hours, cereal and albumen water may be fed. Flush the bowels gently with warm starch water.

DYSENTERY—Keep patient warm. Treat as for diarrhoea. Paregoric in small repeated doses.

DROWNING—Turn patient on face, stand astride back, clasp hands under abdomen, lift hips up until water runs from mouth, after this is cleaned of possible sand or seaweed. Next lay the patient on face, one arm straight ahead and the other crooked under face which is slightly turned to one side. Start artificial respiration by kneeling astride patient's hips with palms of hands on small of back and fingers on the sides pointing groundward. Keeping the arms perfectly straight and exerting considerable pressure the operator should then lean forward, then swing back removing pressure. A slow regular rhythm must be established and not broken even when operators are changed. This must be continued without interruption for several hours if necessary till respiration is well established. The patient meantime should be kept warm; smelling salts applied at nose, but no stimulants administered internally till the patient regains consciousness.

EARACHE—3 to 4 drops of warm glycerine placed in the ear. 1 McKesson's Aspirin tablet internally. Hot water bottle. Earaches may mean beginning mastoid or tonsilitis and REQUIRE A PHYSICIAN'S CARE. (See Foreign Bodies.)

ELECTRIC SHOCK—When a victim is caught on a wire, turn off the power if possible. If not, the rescuer should cover hands with rubber gloves, newspapers or cloth, stand on a dry board, lift wire off with dry wood and pull victim away. Artificial respiration should be begun, ammonia inhalations given and stimulants administered after victim regains consciousness. (See Burns.)

EYES—(See Foreign Bodies.) For tired eyes or inflamed lids use McKesson's Ibath, boric acid solution or argyrol.

FAINTING—If about to faint, take ½ teaspoonful Aromatic Spirits of Ammonia in water, sit down, lower head between knees, have windows opened, loosen clothing, use smelling salts. In case of unconsciousness, place patient flat, in air. Lower head if face is pale or raise it if face is flushed. Apply external heat, use smelling salts and dash cold water in the face. Give internal

stimulant only when patient recovers consciousness. Keep him quiet.

FELON—Apply carbolic salve, flaxseed poultices or glycerine compresses. SEE A DOCTOR.

FEVER—Normal body heat is 98.6 degrees F. When this varies with accompanying feeling of weakness, headache, "chills", or nausea, A DOCTOR SHOULD BE CALLED. (See Temperature, Page 2.)

FITS—(See Convulsions.)

FOREIGN BODIES—*Eye*—Use eye cup containing Ibath or boric acid solution. If object is not dislodged, pass a folded handkerchief lightly over the area where body seems to lie. The upper lid may be rolled back over a match. If imbedded object, place a cold pad over eye UNTIL A DOCTOR CAN BE REACHED.

Ear—Syringe gently with warm boric solution. For an imprisoned insect, use a few drops of sweet oil or glycerine to float out insect. Avoid inserting instruments.

Nose—If blowing the nose fails to dislodge foreign body, a doctor should be consulted.

Throat—SEND FOR A DOCTOR. In case of child elevate by feet, slap on back to cause coughing and vomiting. Adults should lie across bed with shoulders hanging over the side. In case of swallowed objects move bowels with McKesson's Castor Oil.

FRACTURE—A fracture is known by pain, swelling, discoloration, the grating sound of broken ends of bone against each other, and inability to use the affected part. Lay injured part on pillow or folded blanket, treat for shock and prepare splints if patient is to be moved. Lay bones in position held before break occurred. Be careful in handling that both portions of broken bone are supported when limb is moved, and strap it to a padded light board or heavy padded cardboard, the splint should not be too tight to stop circulation. Remove splint when patient returns home if swelling is marked, lay limb on a pillow and use cold compresses till doctor arrives. If skin is broken swab well with Mercurochrome, or Tincture of Iodine. An arm may be supported in a sling.

For a fractured skull do not give stimulants. Give repeated doses of Epsom Salts, place ice bag to head. *For fractured ribs,* strap with adhesive plaster from front to back around the affected side. Never move a patient suspected of having a broken neck.

FROSTBITE—Do not expose patient to heated room or heat till circulation is re-established. Alternately apply cold cloths and massage gently with McKesson's Albatum or with oil or vaseline. After reaction has occurred move patient to a room with a 60 degree temperature, wrap affected parts with flannel anointed with Camphorated Oil. Administer stimulants.

GAS POISONING—SEND FOR DOCTOR. Use fresh air, smelling salts, artificial respiration, stimulants. Rub limbs briskly.

HAY FEVER—is best treated or prevented by injection of pollen extracts. Temporary relief may be obtained by taking ½ teaspoonful of Sodium Bicarbonate in water thrice daily and by spraying the nose with ephedrine. Attention should be paid to diet.

HEADACHE—Take McKesson's Aspirin tablets, keep quiet, rub McKesson's Albatum on the head, and take a dose of Epsom Salts. If pain does not disappear in a few hours *send for a doctor,* as the headache may be a signal of other trouble.

HEAT EXHAUSTION—(See Sunstroke)

HEMORRHAGE—From wounds of the extremities is controlled by placing a gauze pad over wound and elevating the part. Spurting blood denotes a severed artery. It is controlled by placing a tourniquet above the cut. Flowing blood indicates an injured vein, which is controlled by placing the tourniquet below the cut.

In Nosebleed—Place ice to the back of the neck. Pack the nose with witch hazel soaked gauze or spray with ephedrine, the patient sitting tilted back in a chair. The patient should not blow the nose.

Bleeding from the Neck—SEND FOR THE DOCTOR. Push *first available* material into wound. Hold it in place with a bandage to make pressure.

In hemorrhage from the lungs—place icebag over chest.

Feed cracked ice. Keep patient quiet till doctor arrives. Give a teaspoonful of paregoric internally.

HICCOUGH—Hold breath, raise arm over head, sip ice water or hold ice in mouth. Take ½ to 2 teaspoonfuls of rhubarb and soda mixture in water occasionally. If hiccoughs continue, CALL DOCTOR.

HOARSENESS—Use McKesson's Talkies or dissolve a tablet of McKesson's Potassium Chlorate in mouth and expectorate.

HYSTERIA—(See Fits)

INDIGESTION—Use McKesson's Milk of Magnesia, ½ teaspoonful of Sodium Bicarbonate in water every three hours or take McKesson's Soda Mint or Soda Mint and Pepsin Tablets.

INFLUENZA—(See Colds)

INTOXICATION—Give inhalations of aromatic spirits of ammonia. Cause patient to vomit with Syrup of Ipecac, then follow with a dose of Epsom Salts.

INSOMNIA—(See Neutral Baths, Page 58.) Take a cup of hot milk, 1 tablespoonful of Albomalt dissolved in hot water on retiring.

INSECT STINGS—McKesson's Citronella and Mosquitone are mosquito repellents and a balm for their bites.

For bee, wasp, or yellow jacket stings, remove stinger with tweezers, apply ammonia diluted 1 teaspoonful to a glass of water or cover wound with Sodium Bicarbonate and water, or lay on a compress wet with cold boric acid solution or lime water or vinegar. *For centipede, scorpion or tarantula stings,* place an ice compress over the wound. Give internally black coffee or ½ teaspoonful of aromatic spirits of ammonia in water. CALL DOCTOR.

ITCH—For itching skin, bathe parts with Sodium Bicarbonate and water or use diluted alcohol and dust with boric acid powder. For scabies, use green soap, or sulphur ointment.

IVY POISONING—Use McKesson's Poison Ivy Lotion, or clean cloths soaked in a solution of Sodium Bicarbonate.

LICE—Soak hair and scalp in McKesson's Larkspur Lotion, allowing about ten minutes before rinsing off. Then wash with McKesson's Coco-Olive Shampoo.

When hair is dried and brushed use fine tooth comb. Apply hot vinegar every other day till all nits are killed. For parasites on the body Larkspur Lotion or Blue Ointment is more efficacious than other remedies.

LIGHTNING—(See Electric Shock.) Give ammonia inhalations. Use artificial respiration. Flick face with wet towels. Massage limbs vigorously.

LUMBAGO—Give a dose of Epsom Salts and rub back with McKesson's Tincture of Arnica or Camphorated Oil. Take one McKesson's Aspirolithine or Aspirin tablet internally every 3 hours.

MALARIA—Take McKesson's Quinine Sulphate Pills.

NEURALGIA—Use McKesson's Albatum or Analgesic Balm externally and Aspirolithine tablets internally.

NOSEBLEED—(See Hemorrhage.)

PARASITES—(See Lice.) For pin or seat worms use McKesson's Worm Syrup. A warm garlic enema is of value in dislodging the worms.

PILES—Take one tablespoonful of McKesson's Albagar or Albolene nightly. Use McKesson's Keno Ointment externally in the rectum.

POISONING—See Page 6.

PRICKLY HEAT—Sodium Bicarbonate baths. Dust skin with McKesson's Stearate of Zinc.

RASHES—are red flags of dangerous diseases. Keep patient warm and quiet. SUMMON THE DOCTOR.

RHEUMATISM—Use McKesson's Analgesic Balm externally. Take internally McKesson's 5 grain Aspirolithine or Tartarlithine tablets every 3 hours. Albagar or Albolene should be taken once daily. (See Page 41.)

RINGWORM—Bathe affected part with photographer's hypo solution. Treat with Iodine liniment thrice daily or 8% ammoniated mercury ointment.

SCRATCHES—Paint with McKesson's Mercurochrome, or McKesson's Heal Quick Ointment or Carbolic Salve.

SCALDS—McKesson's Neoderm Ointment. (See Burns.)

SHOCK—Apply external heat. Wrap patient in blankets, keeping head low. Give stimulants if patient is conscious, otherwise apply smelling salts or McKesson's Aromatic Spirits of Ammonia to the nostrils. Rub limbs briskly.

SHINGLES—Paint with collodion daily. Take McKesson's 5 grain Aspirolithine tablets every 3 hours.

SORE THROAT—(See Colds.) Gargle with McKesson's Potassium Chlorate Tablets or McKesson's Throat Gargle. Spray nose and throat with Albomist. Take a dose of McKesson's Tasteless Castor Oil.

SNAKEBITE—In a locality where poisonous snakes abound, anti-venom serum should be carried. If not obtainable from the nearest druggist, apply tourniquet instantly above the wound and twist it to shut off circulation, being careful to loosen three seconds every 20 minutes. Incise and suck wound. Cauterize it with carbolic or nitric acid on the end of a stick or by burning all parts of the wound with red hot wire or other metal, or fill the wound with moistened permanganate of potash or sodium bicarbonate. Give internal stimulants.

SPLINTER—Touch wound with Iodine. Pass needle through flame, push back skin till object can be grasped and extracted with tweezers or pressed out. Apply Iodine and a dry dressing.

SPRAIN—A wrenched joint is called a sprain. The limb should be put at rest and cold compresses first applied. Later hot water compresses are applied to reduce swelling. Rub with McKesson's Tincture of Arnica. If an extensive black and blue area extending away from the sprain is observable, a fracture is probable.

STRAIN—A strain is an over-stretching of the muscles. Use a hot water bottle, Tincture of Arnica or Camphorated Oil externally and take Aspirolithine tablets every 3 hours.

SUNBURN—Use McKesson's Sunburn Lotion or McKesson's Zinc Ointment. Cold vinegar compresses are helpful particularly in the second degree of Sunburn.

SUNSTROKE—*Heat Stroke*—The temperature is high. Reduce it by ice cap to head, rub body with ice and administer cold enema till the temperature is 100 F.

Heat Prostration—The body is cool and limp. Place hot water bottle at the feet, apply Mustarx to the stomach, cover body with blanket, give stimulants, and massage body to start circulation.

SUFFOCATION—(See Gas Poisoning.)

TOOTHACHE—Use McKesson's Toothache Drops. Alkaline Pastiles are helpful for sore gums.

TOURNIQUET—Fasten handkerchief or other cloth to a strong stick, place above the wound and twist stick till the blood ceases to flow. Never apply tourniquet for more than 20 minutes without loosening.

VOMITING—When protracted may be lessened by holding cracked ice in the mouth or applying Mustarx to the stomach and giving warm enema. Vomiting may indicate intestinal obstruction, appendicitis, poisoning or the onset of a contagious disease. *A doctor* should be called when vomiting is continued.

WARTS—McKesson's Corn Remedy removes warts as well as corns. Using acids is dangerous.

WORMS—(See Parasites.)

WOUNDS AND LACERATIONS—Remove foreign bodies. Disinfect wound by swabbing with Tincture of Iodine or Mercurochrome on a cotton applicator. Cover with surgical gauze and keep patient quiet till doctor arrives. If the wound is gaping approximate edges with adhesive tape or court plaster. Never apply collodion as it prevents drainage and infection develops.

Never cover an iodine painted wound while it is still moist, otherwise a burn manifesting itself with a blister results.

To remove adhesive plaster use gasoline or benzine. Ether or kerosene may also be used.

Glycerine is an excellent dressing for infected wounds; likewise, Balsam of Peru.

Never put cotton on an open wound. First apply gauze.

GENERAL HEALTH HINTS

The Science of Keeping Well

THE STRAIN of modern existence necessitates making a science of keeping well. Good health assists in combating disease and in recovering from accidents. To maintain it attention should be paid to proper rest, adequate diet, sufficient exercise, correct ventilation, absolute cleanliness, mental poise, A DOCTOR'S AND A DENTIST'S SEMI-ANNUAL EXAMINATION, correct posture, and especially to care in the grooming of hair, skin, nails and feet so that a state of confident well being is maintained.

SIXTEEN HELPFUL RULES
for maintenance of body health

AIR.....
1. Ventilate every room occupied.
2. Wear light, loose and porous clothes.
3. Seek out-of-door occupations and recreation.
4. Sleep out-of-doors when possible.

FOOD.....
5. Avoid overeating and overweight.
6. Avoid excess of high protein foods, such as meat, flesh foods, eggs; also excess of salt and highly seasoned foods.
7. Eat some hard, some bulky, some raw foods daily.
8. Eat slowly and *taste* the food.
9. Use sufficient water internally and externally.

POISONS.....
10. Secure thorough intestinal elimination daily.
11. Stand, sit, and walk erect.

12. Do not allow poisons and infections to enter the body.
13. Keep the teeth, gums and tongue clean.

ACTIVITY.....14. Work, play, rest, and sleep in moderation.
15. Breathe deeply; take deep-breathing exercises several times a day.
16. Keep serene and whole-hearted.

AVERAGE HEIGHT AND WEIGHT FOR MEN AND WOMEN
According to Age

(For a man add 2 pounds to the average; for a woman, subtract 2 pounds.)

(If more than 25 pounds below the average for height and age. See Page 33.)

Feet	Inches	AGES							
		15–21	25–29	30–34	35–39	40–44	45–49	50–54	55–60
5	0	120	125	128	131	133	134	134	134
5	1	122	126	129	131	134	136	136	136
5	2	124	128	131	133	136	138	138	138
5	3	127	131	134	136	139	141	141	141
5	4	131	135	138	140	143	144	145	145
5	5	134	138	141	143	146	147	149	149
5	6	138	142	145	147	150	151	153	153
5	7	142	147	150	152	155	156	158	158
5	8	146	151	154	157	160	161	163	163
5	9	150	155	159	162	165	166	167	168
5	10	154	159	164	167	170	171	172	173
5	11	159	164	169	173	175	177	177	178
6	0	165	170	175	179	180	183	182	183
6	1	170	177	181	185	186	189	188	189
6	2	176	184	188	193	194	196	194	194
6	3	181	190	195	200	203	204	201	198

EXERCISE—is valuable for keeping the skin pores in condition, the muscles firm, for promoting brain relaxation by drawing the blood to other quarters, for reducing,

for promoting the elimination of impurities, particularly in rheumatic and other disorders, and finally for pleasure and relaxation. Unfortunately exercise may be overdone. When it is not enjoyed the probability is that it is not beneficial. Followed to the point of fatigue or taken spasmodically it may prove injurious. A big dose of exercise should be prepared for. All training is accomplished by gentle steps. Even morning setting up exercises may not be helpful to everybody. Certainly they should never be prolonged and a few movements are often of greater value than a long routine which ends in weariness. The same is true of sports in which moderate participation is advised.

WEIGHT REDUCTION EXERCISES—(See Page 29.) 1. Bend forward at waist, keeping knees stiff, touch floor with backs of fingers of both hands. 2. Lie on back, arms close to side, feet in air. Move right leg down and at same time kick upward with left leg. Reverse. 3. Extend arms above head, swing arms forward and to right, bend at waist till hands touch floor just outside of right foot, return to starting position. Repeat to left. 4. Lie on back, raise both legs with knees stiff till a right angle is made with the trunk. 5. Lie on back. Keep legs straight and raise trunk upright till a right angle is formed with the legs.

PROPER REST is necessary, but the hours essential for sleep are governed by the occupation and age of the individual plus his particular needs. 8 to 10 hours are required by some systems. 4 to 6 hours seem adequate for others. The guide should be the reaction experienced. If insufficient recuperation is felt after 6 hours' rest a longer period is indicated.

DIET—Since the adage, "One man's meat is another man's poison" is still true, A DOCTOR SHOULD BE CONSULTED about individual requirements. In general, the balanced diet containing fruits, milk, raw and cooked green vegetables and a smaller proportion of meat or meat substitutes is most desirable for the greatest number. The list embraces the protein (tissue building substances found in peas, beans, eggs, milk, meat, etc.), the carbohydrates (energy producing substances found in cereals, potatoes, bread, etc.), the fats (energizing and

nutritive factors in milk, cream, bacon, peanut butter, olive oil, etc.), and also the necessary salts, water and vitamins.

VITAMINS—are substances necessary to life, and exist in the foods we should eat.

VITAMIN A is the food essential found in McKesson's Cod Liver Oil, in butter and egg yolk, milk, sweet potatoes, and in leafy vegetables. It is antiophthalmic and without it there are lack of growth, weight loss, emaciation, and bodily susceptibility to all diseases.

Where fresh vegetables are not easily obtainable, McKesson's Cod Liver Oil, high in Vitamin A and D, should be added to the diet.

VITAMIN B is found in glandular organs such as the liver and pancreas, egg yolks, milk, fruits, lettuce, asparagus, celery, roots and tubers such as potatoes and carrots. Sugar, butter, cakes and bread made from white flour are lacking in Vitamin B. Since this vitamin is soluble in water it is not stored in the tissues like Vitamin A. "B" is an appetizer. Without it food is improperly assimilated. Diarrhoea, loss of weight, weakness and anemia result.

VITAMIN C is found in oranges, lemons and other fruits, also in tomatoes and onions. It is not found in grains, cereals or dried fruits. Without it soreness of the joints, hemorrhages and looseness of the teeth are apt to develop. Vitamin C is antiscorbutic (scurvy preventative).

VITAMIN D controls bone and tooth growth. Foods containing Vitamin A usually contain some Vitamin D. It is found in Cod Liver Oil, in egg yolk, milk and butter. Vitamin D is antirachitic—prevents and cures rickets.

VITAMIN E is associated with iron metabolism. It is found in oats, corn, and green leaves. Large amounts are found in wheat germ. Some Vitamin E is found in animal fats, muscles and viscera, but very little in milk. Absence of Vitamin E is said to cause sterility.

VITAMINS F and **G** were originally grouped with Vitamin B. Vitamin F designates the anti-neuritic principle and Vitamin G the growth promoting factor important in the prevention of Pellagra. Foods rich in Vitamin B contain Vitamins F and G.

VITAMINS INSURE HEALTH and VITALITY TO YOUR BODY

Foods contain substances scientifically known as *Vitamins.* These *Vitamins* are frequently destroyed in the preparation of foods by heat or oxidation. Highly refined foods and personal taste frequently lead to the consumption of products that are totally lacking in *Vitamins,* or in which the *Vitamins* have been destroyed. Insure against the absence of *Vitamins* A and D by taking after meals

I. V. C. VITAMIN PEARLS

(The concentrate of Vitamins A and D from Cod Liver Oil of high potency). Two I. V. C. Pearls contain Vitamin A in amount equal to 1 lb. best creamery butter, 11 pints of whole milk or 9 eggs, and Vitamin D in amount equal to 7½ eggs. Vitamin A is known as the anti-infective and growth promoting Vitamin essential to growth and well-being at all ages and insures resistance against diseases. Vitamin D is known as the anti-rachitic Vitamin which prevents and cures rickets, which is so prevalent in childhood. A sufficient quantity of Vitamin D also insures the proper formation of teeth and makes strong, healthy bones by insuring proper calcium metabolism.

WASHING VEGETABLES—Parasites and various fertilizers employed in gardening cause many illnesses. DOCTORS RECOMMEND fruits and vegetables be washed in clean water and soaked for 5 minutes in a solution composed of 1 part McKesson's Peroxide of Hydrogen to 20 parts of water. Rinse in clear water.

CARE IN EATING—The hands should be washed before eating. No food should be consumed when the body is tired. Avoid bad food combinations, highly seasoned foods, or those too hot or too cold, monotony of menu, hasty or overeating. Food should be thoroughly chewed and eaten at regular intervals. Irregular eating interferes with the rhythm of the digestive organs. It is unwise to economize on food. Adults require it to repair waste and losses. Children need it for this purpose, and also for tissue building since ⅓ of what they consume is thus utilized.

DIETS AND NUTRITION

In Health and In Illness

Just as active and inactive people require different amounts and kinds of food, varying abnormal bodily conditions call for different food arrangements.

There are diets for practically every disease, but those which interest the majority are HOW TO REDUCE and HOW TO INCREASE WEIGHT.

Water and fluids are usually not advised with meals. 17 to 25 ounces of fluid is the usual daily allowance. Exercise is important. (See Exercise, Pages 23 and 24.)

REDUCTION FORMULAE—Hundreds of reduction diets have been originated and experimented with, in some cases with disastrous effects. In order to discard flesh the guiding HAND OF THE DOCTOR is essential. In general, however, it may be remembered that fats, starches, alcohol and sugar invariably fatten and should therefore be eliminated. The best diet contains fresh juicy fruits, raw or cooked tomatoes and all vegetables except underground tubers such as potatoes. Many advise avoidance of figs, dates, raisins, prunes and all vegetable cereals except bran mush cooked six minutes. Cream is taboo, only ½ ounce of butter allowed daily, but milk (skimmed) and acidophilous milk are permissible.

ORIGIN OF ENERGY—For those desirous of making a serious study of weight reduction, it may be pointed out that bodily energy comes from the burning or oxidation of foodstuffs taken in. All food eaten is not entirely digested and as it is not all absorbed some allowance must be made for non-assimilable constituents. In general, experts measure food by the number of heat units to each pound. The heat required to raise 1 kilogram of water 1 degree C. is called a calory, the accepted standard of food measurement.

CALORIES NECESSARY—According to the Metropolitan Life Insurance Company the average individual requires from 2,300 to 2,800 calories daily. Most weight reduction methods are based on the number and arrangement of these calories. Diet No. 1, on which most other methods are based, determines the number of calories necessary for a given individual by his height and weight. Thus, if a 220 pound man should, according to the chart, weigh 154 pounds, he is given sufficient calories (2590) to maintain 154 pounds less a reduction diet accomplished in 3 stages.

Stage 1—Reduction diet—⅘ of the demand, or in the case mentioned 2000 calories.

Stage 2—Reduction diet—⅗ of the demand, or 1500 calories.

Stage 3—⅗ to ⅖ of the demand, or 1000 calories.

IF A PHYSICIAN is not at hand, the average individual finds that by eating only 1200 to 1400 calories daily instead of 2300 to 2800 he can accomplish a weight loss of one to two pounds weekly. Under this commonplace arrangement, 300 calories are taken for breakfast, 300 for lunch and 800 for dinner. Each individual can make out his own diet list by noting the items listed under food equivalents of 100 calories:

FOOD EQUIVALENT OF 100 CALORIES—1 slice of bread or roll or ½ waffle; ½ cup of asparagus, bean, corn, oyster, pea or cream tomato soups; 1 large apple, 1 banana, 20 grapes, 1 pineapple slice; ½ cup of lima beans, creamed peas, canned corn; 20 stalks of celery; 2 heads lettuce; 4 young carrots; 2 cups of string beans; 1 cup of squash; 2 cups of canned tomatoes; 2 raw tomatoes; 1 cup turnips; ¼ cup of chicken; 4 pieces of bacon; 1 small lamb chop; 2 ounces of liver; 6 to 12 oysters; 2 small sausages; ½ cup of canned salmon; 2 inches by 1¾ by ¾ inches of steak; 3 eight inch trout; 1 slice of corned beef.

A typical day's menu: Breakfast—1 Orange (100), Egg (100), Toast (100). *Lunch*—Spinach (50), Cold Meat (150), Slice of Toast (100). *Dinner*—Hash (200), Onions (100), Radishes (25), Bread (150), Butter (100), Apple Fritter (200). Total 1325 calories.

HOW TO REDUCE

THE DANGER OF CARELESS REDUCTION

Weight reduction may be dangerous unless carried out UNDER DOCTOR'S ORDERS. Pounds should never be eliminated too rapidly and individuals past middle age should not attempt to reduce—merely follow a diet which will not increase the flesh already acquired.

When a large amount of weight is to be reduced, a period of rest on a maintenance diet should be observed after disposing of 20 pounds.

SAMPLE DIET No. 1

BREAKFAST—2⅔ oz. lean meat.
1 oz. graham bread.
1 cup of tea with milk. No sugar.

LUNCHEON—1 small portion of soup.
5¾ ozs. lean meat.
3⅓ ozs. fruit.
3⅓ ozs. vegetables.

3 P. M.————1 cup black coffee.

4 P. M.————8 ozs. of milk.

DINNER———3⅓ ozs. meat.
1 oz. graham bread.
Small portion of fruit sauce without sugar.
Salad, vegetable or fruit, radishes.

DIET No. 2 (The Hollywood Diet)

For those who do not wish to bother with calories, Diet No. 2 is suggested, but it does not agree with everybody and MANY PHYSICIANS DISAPPROVE OF IT. On the other hand a number of persons have been benefited by its use and it can be tried and dropped if found undesirable or too strenuous.

1st Day.	*Breakfast:* ½ grapefruit, coffee. (Breakfast same every day.)
	Luncheon: ½ grapefruit, 1 egg, 6 slices cucumber, 1 slice Melba toast, tea or coffee.
	(Melba toast—Thin bread toasted in slow oven.)
	Dinner: 2 eggs, 1 tomato, ½ head lettuce, ½ grapefruit, coffee.
2nd Day.	*Luncheon:* 1 orange, 1 egg, lettuce, 1 slice Melba toast, tea.
	Dinner: Broiled steak, ½ lettuce, 1 tomato, ½ grapefruit, tea or coffee.
3rd Day.	*Luncheon:* ½ grapefruit, 1 egg, lettuce, 8 slices cucumber, tea or coffee.
	Dinner: 1 lamb chop (no fat), 1 egg, 3 radishes, 2 olives, ½ grapefruit, lettuce, tea or coffee.
4th Day.	*Luncheon:* Pot cheese, 1 tomato, ½ grapefruit, 1 Melba toast, tea or coffee.
	Dinner: Broiled steak, watercress, ½ grapefruit.
5th Day.	*Luncheon:* 1 orange, 1 lamb chop, lettuce, tea.
	Dinner: ½ grapefruit, lettuce, 1 tomato, 2 eggs, tea.
6th Day.	*Luncheon:* Orange, tea.
	Dinner: 1 poached egg, 1 slice Melba toast, orange, tea.
7th Day.	*Luncheon:* ½ grapefruit, 2 eggs, lettuce, 1 tomato, 2 olives, coffee.
	Dinner: 2 chops, 6 slices cucumber, 2 olives, 1 tomato, lettuce, ½ grapefruit, tea or coffee.
8th Day.	*Luncheon:* 1 broiled chop, lettuce, grapefruit, coffee.
	Dinner: 2 eggs, spinach, 4 stalks asparagus, ½ grapefruit, 1 slice toast, tea.
9th Day.	*Luncheon:* 1 egg, 1 tomato, ½ grapefruit, tea.
	Dinner: Meat salad.
10th Day.	*Luncheon:* ½ grapefruit, 1 lamb chop, lettuce, tea.
	Dinner: ½ grapefruit, 1 lamb chop, lettuce, tea.
11th Day.	*Luncheon:* Cinnamon toast, tea.
	Dinner: Broiled steak, celery, olives, tomato, tea.
12th Day.	*Luncheon:* ½ lobster, crackers, grapefruit, coffee.
	Dinner: Broiled chops, cole slaw, tomato, 1 orange, 3 olives.
13th Day.	*Luncheon:* 1 egg, 1 slice toast, grapefruit.
	Dinner: Broiled steak, lettuce, grapefruit, coffee.
14th Day.	*Luncheon:* 1 egg, toast, grapefruit, coffee.
	Dinner: Broiled steak, tomato, grapefruit, coffee.
15th Day.	*Luncheon:* 1 egg, tomato, grapefruit, 1 slice toast.
	Dinner: 2 chops, ½ spoonful tomato catsup, 1 slice toast, grapefruit.

16th Day. *Luncheon:* 1 egg, 1 tomato, grapefruit, coffee.
Dinner: Broiled steak, plain spinach, orange.

17th Day. *Luncheon:* 1 chop, lettuce, grapefruit.
Dinner: Broiled steak, tomato, celery, olives.

18th Day. *Luncheon:* 1 egg, tomatoes, ½ grapefruit, coffee.
Dinner: 1 broiled fish, plain spinach, ½ grapefruit.
(Reprinted from the Sun, Feb. 7th, 1929)

DIET No. 3

Suggested for those suffering with obesity accompanied by carbohydrate dyspepsia with ensuing flatulence. It consists of 1 pint of water 1 hour before breakfast and the same 1½ hours before lunch and dinner.

SAMPLE:

BREAKFAST: 6 to 8 ounces of broiled finely chopped meat. 1 pint of water flavored with tea, orange juice or coffee—no sugar.

Dinner and supper: The same.

The amount of meat is increased to 1 pound per meal, but no more. Continue for 1 week then add by degrees toasted bread, eggs, rice, and later green vegetables until a return to a mixed diet is reached, permanently excluding sugars and sweets thereafter.

DIET No. 4

Diet No. 4 stresses the avoidance of over-eating, and the necessity of thorough mastication.

SAMPLE:

BREAKFAST. 8 ounces of orange or grapefruit juice (without sugar).

LUNCHEON: Soup made of peas, asparagus, tomato, or any other non-starchy vegetable, or meat broth containing no potato, rice, barley or other starchy foods. Also vegetable salad of such vegetables as carrots, cauliflower, lettuce, celery, pepper, cabbage, tomato, cucumber, et cetera, (served with lemon juice and salt).

DINNER: Any meat (except pork), fish or eggs, with any cooked non-starchy vegetables. Fruit gelatin, fruit salad, fruit ices or custard for dessert.

Non-Starchy Vegetables: Turnips, carrot, cauliflower, beets, cabbage, onions, summer squash, parsnips, spinach,

tomato, lettuce, cucumber, peas, string beans, celery, asparagus, kale, corn *on the cob,* salsify, endive, eggplant, and all kinds of greens.

Decidedly starchy foods to be avoided: Wheat, rye, corn, barley, rice, tapioca, Irish and sweet potatoes, dry beans and dry peas. Also ice-cream.

Beverages: May take milk, coffee or tea (without sugar).

1. Do not eat bread, starchy or farinaceous foods in combination with meats. Avoid eating these foods when meat or other protein foods are part of the diet. Bread, starchy or farinaceous foods, if taken, should always be in combination with vegetables.
2. Never eat when feeling badly. Skip a meal. Food should be taken only when there is a keen relish for it.
3. Always avoid over-eating.
4. Thoroughly masticate and insalivate all foods.
5. Eat no fried foods of any sort. Use no vinegar.

DIET No. 5

Diet No. 5 eliminates starches as bread, crackers, cereals, macaroni, vermicelli, spaghetti, cornstarch, sweet potatoes, shelled beans, dried peas or beans, corn, nuts, sweets, preserves and honey of all kinds, pork, bacon, goose, sausage, croquettes, shad, fresh salmon, eels, butter, cream, lard, fat meats, and rich desserts.

Foods permitted are lean meat and fish, thin soups, eggs, fruits, (except bananas), vegetables cooked without butter or cream, desserts with little sugar.

SAMPLE:

BREAKFAST: Cup black coffee (with milk but no cream or sugar), saccharin. Raw fruit (1 orange, apple, pear or ½ grapefruit). Eggs (one or two, boiled or poached). Toast (one or two small slices) with butter.

LUNCHEON: Clear soup, 120 c.c. Moderately lean meat or fish (or eggs). Two varieties green vegetables, freely. Raw fruits.

DINNER: Raw oysters, Moderately lean meat or fish. Two varieties green vegetables. Salad (fruit or vegetables) with small quantity of French dressing made with McKesson's Virgin Olive Oil. Raw or unsweetened cooked fruit. Demitasse black coffee, sweetened with saccharin. Toast, one slice.

TO INCREASE WEIGHT

Those who wish to gain should use starches, sugars and fats. The diet should contain from 2200 to 3000 calories daily. Extra milk and custard should be consumed. Cream and extra butter should be used in preparation of vegetables. A heavier breakfast should be planned and a bedtime meal of milk and crackers should be added. Meals should be eaten regularly. Many authorities advise McKesson's Cod Liver Oil Standardized, taken 3 times a day as directed after meals. Grape nuts moistened with hot water, with butter added and served with cream are a valuable means of increasing calories: and oatmeal, cornmeal, cream cheese, sugar, McKesson's Virgin Olive Oil, and peanut butter are fattening foods.

DIET IN ILLNESS

This is different from the diet employed in health since assimilation in a state of disease is more difficult. Diets now employed include *Liquid Diet* (water, orangeade, tea, coffee, broths, buttermilk, malted milk, milk and eggnog): *Soft Diet* (liquids, strained soups, milk toast, cereals, custards, ice cream, plain pudding, soft boiled eggs, baked apple, stewed fruits, baked potato, toast); and *Light Diet* (codfish, bacon, scraped beef, squab, quail, chicken, chops and steak).

As in health, diet should be adjusted to the malady and the idiosyncrasies of the individual. It is just as important that THE DOCTOR PRESCRIBE DIETS as that he prescribe medicines. A few specific diets are given with the idea that they must be adapted to the case and conditions.

ANEMIA and DEBILITY

General Rules

As much time as possible, including sleeping hours, should be spent in the fresh air, food should be nutritious and as much of it should be taken as can be assimilated. The bowels should be regulated by McKesson's Albomalt, a

laxative body builder, and plenty of water should be consumed. (See Page 60.)

MUST NOT TAKE—Pineapples, stewed or made over dishes, cabbage, turnips, cucumbers, squash, carrots, fried foods, salt meats.

MAY TAKE—McKesson's Cod Liver Oil, Beef, Iron and Wine, chopped or rare beef, broths, fresh fish, liver, haslet, kidney, tripe, bone marrow, butter, fowl—except turkey—bacon, bread, cake, cereals, all vegetables—particularly spinach and lettuce—chocolate, cocoa, milk, baked apples, custard, mineral water, beer, and claret.

SAMPLE DIET—

Breakfast—3 ozs. meat, 2 slices toast; tea without cream or sugar, 1 tablespoonful McKesson's Cod Liver Oil.
10 A. M. 2 eggs, buttered toast, milk, McKesson's Beef, Iron and Wine before meals.
Luncheon—Full meal minus soup or other fluid with rest before and after meal.
3 P. M. Fruit and bread or toast and cocoa or milk.
7 P. M. Any simple food. Beef, Iron and Wine.
Bedtime—Cod Liver Oil and milk or beer.

BILIOUSNESS—LIVER TROUBLE

General Rules

Horseback or bicycle riding is especially good for one suffering from an inactive liver: baths and diet are also helpful. Biliousness is a condition of congestion brought on by over-eating or over-drinking. It is usually controlled by a starvation diet or by water alone for one or two days. This may be followed by a small quantity of skimmed milk (diluted with alkaline water) gruel, cream soup, milk toast, custard, soft green vegetables, chicken and thence back to a normal diet, avoiding certain foods. McKesson's Sodium Phosphate, Epsom or Rochelle Salts should be taken every morning ½ hour before breakfast.

MUST NOT TAKE—Sugars, pies, preserves candy, rich cakes, cabbage, horseradish, condiments, alcohol, vegetables rich in irritating oils or garlic, fats in general, (with the exception of sweet butter and vegetable oils), strong soups, rich dishes of any kind, hot breads, red meats, dried fruits, cheese, salmon, mackerel or herring.

MAY TAKE—A minimum of animal food, preferably chicken and game; fresh cod, bass, sole, raw oysters, lamb, vegetable soups, light broths, oatmeal; whole wheat, graham or rye bread; dry toast, green vegetables; plain salad of lettuce, watercress or dandelions; fresh fruits, stewed fresh fruits minus cream or sugar, weak tea or coffee minus sugar or cream, and plenty of plain water.

BRIGHT'S DISEASE

General Rules

Proteins and alcoholic beverages should be taboo.

MUST NOT TAKE—Fried foods, all meats except chicken and bacon, tobacco in any form, sweets, pies, pastry, ice cream, salt.

MAY TAKE—All vegetables except peas and beans, graham and whole wheat bread, cereals, milk, white meated fish, vegetable soups. (*Consult a doctor.*)

CONSTIPATION

General Rules

The enema habit, if formed, should be discontinued. The toilet should be visited at the same hour each day. An intestinal lubricant and body builder such as McKesson's Albomalt should be used to prevent dry stools, a frequent cause of constipation. Water, or lemon juice and water with ½ teaspoonful of McKesson's Sodium Bicarbonate should be drunk on rising. Six to 8 glasses of water should be taken, preferably between meals, during the day. Fruit eaten between meals is of more value than when consumed with other food. Sleep, exercise, and relaxation are necessary.

MUST NOT TAKE—Tea, alcohol, boiled milk, cocoa, cheese, white and hot breads, fried foods, rich gravies, pork, sweets, pastry, nuts, salt meats, peas, beans, bananas, and pickles.

MAY TAKE—Foods with bulk such as coarse cereals, bran, whole wheat or rye bread, green vegetables, fruits

and berries (except blackberries), cream, McKesson's Virgin Olive Oil, prunes, figs, dates, molasses, honey, maple syrup, boiled fish, sardines in oil, meats with fats, fruit desserts, blanc mange, salads of all kinds, preferably with French dressing made of lemon juice and McKesson's Virgin Olive Oil, coffee, buttermilk, cider, vichy, and grape juice.

DIABETES

General Rules

Increase animal foods. Drink water freely. Avoid starches and sugars. Some authorities claim that the soy bean is valuable in treatment of this condition, as it contains little or no starch and a large percentage of protein.

MUST NOT EAT—Sugars or sweetening (except saccharin, saxin), puddings, preserves, cake, pastry, ice cream, all cereals, fresh or dried fruits, all underground vegetables, also beans, peas and corn, milk, chocolate, sweet drinks and alcoholic beverages.

MAY EAT—Meats and game cooked any way except breaded or with flour; all fish minus flour sauces; mineral waters, tomatoes, onions, broccoli, watercress, asparagus, herbs of all varieties, mushrooms, okra, cabbage, spinach, dandelions, olives and pickles, nuts, ice cream or custards sweetened with glycerine or saccharin, coffee or lemon jelly, cherries or acid fruits, buttermilk, tea or coffee minus cream and sugar, gluten breads, soups made without flour or potatoes, such as beef, turtle, tomato, gumbo and oxtail. *Consult doctor.*

DIARRHOEA

General Rules

No food is allowed for 12 hours.

MUST NOT TAKE—Cold drinks, rough vegetables, sweets, coffee, duck, salmon, bluefish, gravies, raw fruits, meat fats.

MAY TAKE—Clear soups, white meated fish, soft boiled eggs, rice, noodles, baked potato, tea, diluted whisky and water, cream of wheat, macaroni.

SAMPLE MENU FOR CHRONIC DIARRHOEA—

Mineral water taken hot on rising, or ½ teaspoonful of McKesson's Sodium Bicarbonate and hot water.
7:30 A M. Cocoa made with water. Toasted white bread and butter.
10:30 A. M. Cream of wheat, one soft boiled egg or scraped beef.
1 P. M. Broth with noodles.
4 P. M. Same as 7:30 A. M.
6 P. M. Mineral water as at 6 A. M.
7:30 P. M. Cold white chicken, toast and tea.
9 P. M. Peppermint or camomile tea.

DYSPEPSIA and INDIGESTION

General Rules

Dyspepsia and indigestion are found in those with a natural tendency toward acidity, in those who have brought it on through faulty habits, in those suffering from chronic intoxications, and in those in whom disturbances in other organs cause reflex troubles in the stomach and intestines. Even in normal individuals some foods cannot be tolerated. In general, foods which undergo putrefaction or fermentation cause disturbances in everyone.

The necessity is to find out what particular cause contributes to individual distress and then correct it. Acidosis, for example, is inability to digest fats and is corrected by pushing starches. On the other hand hyperacid conditions are aided by bland liquid fats such as McKesson's Virgin Olive Oil.

The forms of dyspepsia and indigestion are numberless, but by far the greatest number of sufferers lay their troubles to hyperacidity which may be controlled by McKesson's Pepsin and Soda Mint Tablets, Sodium Bicarbonate, Milk of Magnesia, and correct eating.

MUST NOT TAKE—Acids, spices, condiments, salt meat or salt fish, any foods such as coarse vegetables, fruit skins which on account of their consistency would remain in the stomach a long time, very hot or very cold drinks, alcohol, meat soups, hors-d'œuvre, candy, all sweet food, corn, fried foods, veal, pork, turkey, duck, eel, salmon, sausage, lobster, crab, hot breads, cabbage and its relatives, cucumbers, parsnips, oyster plant, sweet potatoes

beets, celery, nuts, eggplant, corned meats, hashes, stews, liver, ice cream, cheese. No fruits in severe cases, subacid fruits without seeds in milder cases.

MAY TAKE—Raw oysters with very little salt, cream soups without tomato or meat stock, boiled whitemeated, non-fatty fish, boiled or roasted chicken, soft green vegetables, baked potato, spaghetti, swiss cheese, all cream or gelatine desserts, toast, Zwieback, weak tea or cocoa, well cooked cereals, eggs (except hard boiled or fried), cup cake or sponge cake. Roast beef and mutton or lamb chops and sweetbreads may be used in mild cases. In other cases the meat is better omitted.

ECZEMA

General Rules

Diet is of tremendous importance in all skin troubles.

MUST NOT TAKE—Spices, alcohol, salt foods, salads, made over dishes, meat and meat soups, gravies, fried foods, pastry.

MAY TAKE—Only milk and cereals and green vegetables or Bulkley's diet of rice, bread, butter and water for five days. At the end of this period return gradually to a mixed diet of eggs, milk, chicken, fresh fish, green vegetables, bacon, weak tea or coffee and cereal with butter. Sensitization tests for foods should be made.

FEVERS

General Rules

The work of the Russell Sage Institute of Pathology has shown that the old theory of starving fevers is incorrect. Experiments prove that food under these conditions causes little rise in heat production. Hence, adequate feeding with the proper kind of nourishment is essential. Of course the amount and nature of the feeding depend on the disease, age and condition of the patient, but in general a well fed body is able to fight infection better than a half starved one. Obviously solid or heavy food cannot be properly cared for by diseased or weakened organs so that all food should be excluded except that listed as:

MAY TAKE—Cereal gruels, toast, crackers, sago, tapioca, and corn starch are important from the carbohydrate list. Malted milk, lactose and cane sugar, fruit juices, milk, zoolac, buttermilk, mild cheeses; boiled, poached, coddled, baked, scrambled, or raw eggs; egg nogg, beef broth, and in some cases scraped beef sandwiches are permitted from the protein group; while butter and cream are allowed from the fats.

50 to 70 ounces of fluid daily are necessary. This may be given as water, milk, cocoa, water flavored with orange, lemon or grape fruit juice. Feeding should be every two hours with liquids given between times. In infections such as influenza the patient may be fed more or less by his appetite. In prolonged high temperature cases such as scarlet fever, food is more liquid or semi-solid in character. *During convalescence* small oysters, fresh cod, bass or halibut, McKesson's Cod Liver Oil, scraped raw beef, soft green vegetables pureed, ice cream, custards, etc., may be given until a normal dietary is resumed. In its ambulatory stage, McKesson's Beef, Iron and Wine may be taken as a tonic.

GOUT

General Rules

Diet is extremely important in gout. It should, however, be combined with open air exercise, proper clothing to guard against sudden temperature changes, rubbing the affected part with McKesson's Alcohol, slightly warmed, or Camphorated Oil, the alternate use of cold compresses and hot fomentations, warm Nauheim baths, (See page 61), and McKesson's Aspirolithine or Tartarlithine Tablets taken internally as directed. The drinking of plain, unbottled water is very important, particularly ½ pint of warm water before the morning and evening meals. Fancy mineral waters are said to cause more harm than good. One eminent medical authority suggests eating only rice, butter, bread and water for from 3 to 5 days, increasing the diet gradually to varied foods, being careful of those which are injurious.

MUST NOT TAKE—Brains, kidney, sweet breads, liver, alcohol (particularly no alcohol with meat at meals), veal, pork, goose, turkey, preserved meats or fish, lobster, gravies, tomatoes, lemons, pickles, pies, pastries, coffee, tobacco, nuts, spices. If meat is taken, not more than 6½ oz. per day should be consumed and none whatever during an attack.

MAY TAKE—Clear soups, eggs occasionally, boiled or broiled chicken, cider, occasional boiled fresh fish, cereals, macaroni, potatoes, peas, beans, spinach, cabbage, lettuce, celery, plain pudding without sugar, buttermilk, and weak tea without sugar.

HAY FEVER

Many doctors assert that diet is important in hay fever. The U. S. Government Public Health Service gives us:

General Rules

The chief meal of the day should be at noon. Highly seasoned food should be avoided as it aggravates already irritated membranes of the nostrils. Attacks of fever are often occasioned or increased by particular articles of food as watermelons, peaches, etc. In order to avoid this, sensitization or diagnostic skin tests are necessary.

MUST NOT TAKE—Alcoholic beverages or foods rich in protein. Meat, fish, eggs, cheese, and milk should be used sparingly.

MAY TAKE—Vegetables, fruit, and farinaceous food in moderation.

NEURASTHENIA and NERVOUS PROSTRATION *General Rules*

Neurasthenia results from various causes such as grief, shock, overwork, imperfect convalescence from illness, gastro-intestinal upsets or from laziness. It is treated by rest, diversion, regulated exercise and diet. Food should be taken freely and in concentrated forms, meals being not more than two or three hours apart. McKesson's Cod Liver Oil; Albomalt; Beef, Iron and Wine; and Virgin Olive Oil should be used as accessory foods.

MUST NOT TAKE—Gravies, fried foods, pastries, hot breads, hashes and made over foods, pork, veal, lobster, salt fish, cabbage and its relatives—Brussels sprouts and cauliflower—also, parsnips and beets.

MAY TAKE—Beef juice and nourishing broths, rare beef or scraped raw beef, lamb chops, fowl, sweetbreads, liver, tripe, milk, cream, zoolac, malted milk, buttermilk, cocoa, chocolate; eggs, any way except fried, but preferably beaten up raw in milk; onions, baked potatoes, tomatoes, string beans, lettuce, asparagus, spinach, peas, rice, butter, nuts, custards, rice pudding, junket, wine jelly, all fruits, cheese, and tapioca pudding.

RHEUMATISM

General Rules

A temperate, varied diet is advisable in connection with McKesson's Tartarlithine and Aspirolithine tablets. (See Pages 76 and 21.)

MUST NOT EAT—Red meat, starches, fats, sugar, rich soups, lobster, turkey, duck, alcoholic stimulants, dried and salt meats and salt fish, pickled pork, tomatoes, pastry, new bread, strawberries, peas, beans, cake, preserves, beets, etc.

MAY EAT—Milk, cream and vichy, white meated fish, chicken, cereals, lamb chops, bacon, boiled ham, eggs in moderation, small quantities of cream of wheat, rye bread, mineral waters, stewed fruit without sugar, celery, lettuce, watercress, cabbage, spinach, onions, small baked potatoes.

TUBERCULOSIS

General Rules

As much wholesome food should be eaten as can be properly digested. Between meals feeding is essential.

MUST NOT TAKE—Bulky or fermentable foods, pork, veal, fried foods, hot breads, cakes, sweets, pies, pastry, rich desserts.

MAY TAKE—Soups, fish, rare or raw beef, fowl of all kinds, liver, McKesson's Cod Liver Oil, Beef, Iron and Wine, roast meats, ½ to 1 dozen raw eggs daily in milk

or otherwise, wheat bread with plenty of butter, oatmeal and other cereals, milk toast, baked potatoes, all vegetables, cream, nuts, McKesson's Virgin Olive Oil, honey, cheese, all fruits, mineral waters, buttermilk, malted milk, custards, junket, and rice pudding.

SAMPLE DIET—

6 A. M. ½ pint of milk with added cream.
8 A. M. ½ pint of milk, 1 slice buttered toast, bacon and eggs, fish and eggs or steak and eggs.
11 A. M. Hot milk and eggs or strong beef broth.
1 P. M. Strong soup or fish; grilled chop, steak or roast mutton, custard or jelly with cream, toast, a glass of milk.
4 P. M. Milk, tea, buttered toast.
7 P. M. Dinner same as lunch.

TYPHOID

General Rules

IN GENERAL an entire liquid diet in typhoid has been discredited. Scraped beef, orange juice, milk toast, lightly boiled eggs and ice cream are now allowed. Like other diets the typhoid diet is arranged per individual on the basis of calories necessary.

MUST NOT TAKE—Solid foods or fruit and too much food at a feeding.

MAY TAKE—Every two hours a little milk, fruit juices, clam broth or clear soups, eggs beaten in milk or in fruit juices or very slightly boiled. After the first few days baked potatoes, cream of wheat, apple sauce and ice cream may be given; also junket, malted milk, pounded scraped raw beef, mineral water, wheat crackers.

SAMPLE LIQUID DIET FIRST DAY:

8 A. M. 4 oz. each milk and coffee.
10 A. M. 8 oz. milk.
12 M. 5 oz. barley gruel with 2 oz. milk.
2 P. M. Junket with cane and milk sugar.
4 P. M. 4 oz. oatmeal gruel and 2 oz. milk.
6 P. M. Junket with ice cream.
8 P. M. 8 oz. hot milk.
10 P. M. One whole egg with sherry.
12 M. 4 oz. oatmeal gruel with 2 oz. milk.
2 A. M. Junket with cane and milk sugar.
4 A. M. 8 oz. milk.
6 A. M. 8 oz. milk.

THE MATERNITY STATE

Select Physician Early

THE proper care of the mother before the baby's birth largely determines the child's future health and that of the mother.

1. Exercise every day in the open air.
2. Sleep with open windows.
3. Eat light, nourishing, easily digested food. It is not necessary to eat more food, but it is well to include milk, green leafy vegetables and fresh fruit, banishing fried foods. Poultry, eggs or fish are better for the necessary protein than much meat which should be cut to the minimum. Salt and salty foods should be avoided.
4. 6 to 8 glasses of water should be taken daily.
5. The bowels must move once a day. If laxative fruits and vegetables are insufficient for this purpose, use McKesson's Albomalt, McKesson's Albagar or Mineral Oil.
6. To prevent tooth decay, visit the dentist in "the beginning" and rinse the mouth several times daily with McKesson's Milk of Magnesia to neutralize acidity.
7. For heart-burn use McKesson's Soda Mint & Pepsin Tablets, or ½ teaspoonful of Sodium Bicarbonate in ½ glass of water. Lie down.
8. SELECT A PHYSICIAN EARLY; VISIT HIM OFTEN.
9. For nausea lie down and take hot milk. Persistent vomiting, constant headache, convulsions, puffiness about face and hands and muscular twitching usually require THE DOCTOR'S ADVICE. He should be summoned at once.
10. Frequent bathing with brisk rubbing of the skin is essential. Very cold and very hot baths or douches should not be taken EXCEPT ON DOCTOR'S ORDER.

11. Lie down five minutes at the end of each hour. Make sure of 8 hours rest at night.
12. A urine specimen should be examined BY THE DOCTOR once a month for 7 months and every 2 weeks thereafter. (See Page 4.)
13. Wear a specially made, adjustable maternity corset which gives support, but avoids pressure.
14. Wear loose, but becoming clothing—old wrappers do not aid the morale of the mother.
15. High heeled shoes and damp feet should be avoided.
16. Simple housework is beneficial, but overwork, excitement and worry should be avoided.
17. Avoid crowds. Retire early. Keep the thoughts peaceful.
18. Do not take sleeping powders or drugs EXCEPT ON DOCTOR'S ORDERS.
19. At the end of the 7th month bathe the breasts and nipples, dry, and apply McKesson's Albolene daily.
20. If the mother is not going to the hospital, supply the home with:—1 roll absorbent cotton, 3 packages best quality sanitary napkins, 5 yards gauze, clean sheets, towels, a rubber sheet or table oilcloth or a pad of newspapers sewed together and covered with sterile old muslin, 3 basins, an antiseptic solution, 1 large vessel for boiling instruments.
21. Remain in bed for at least 10 days after the baby's birth.

DIET IN PREGNANCY

General Rules

Diet in pregnancy is of tremendous importance for upon it depends not only the mother's well being but the future health of the child. Most authorities agree that the entire food allowance for 24 hours should be divided into five equal portions taken every 3 hours with no big meal and only a light one at night. The patient should not eat between meals and when she does eat the food should be varied, nutritious and digestible. As often as the patient

eats she should take ½ teaspoonful of McKesson's Sodium Bicarbonate or the same amount of Milk of Magnesia in water to maintain alkalinity of urine. Particular attention should be paid to foods supplying Vitamin A which can be stored in the body and which is necessary to the growing infant. McKesson's Cod Liver Oil should be used as supplementary food to furnish this necessity. Well known authorities say that during pregnancy the expectant mother should have 3 to 5 times more Vitamin B than usual. Albomalt supplies Vitamin B. If the patient is fat, proteids should be increased and hydrocarbons diminished; if undernourished, more fats and starches are necessary. The diet should be regulated according to the findings of fortnightly urine analysis and blood pressure reading. (For other suggestions, see Pages 2, 3, and 4.)

MUST NOT TAKE—Pork, veal, indigestible meats, stews, gravies, made over dishes, rich desserts, coffee and stimulants.

MUST TAKE—Milk, bread and butter, cereals with cream and sugar, properly cooked potatoes, green vegetables—particularly spinach, lettuce and celery—a moderate amount of fruit, a small portion of fish, red meats not more than three times a week, an occasional egg, chicken, cocoa, custards, baked apples and nourishing broths.

CARE OF INFANTS

Equipment and Treatment

The clothes prepared for the baby should consist of:

3 shirts, Size 2, preferably of cotton, wool and silk mixed, although silk and wool or cotton and wool are used.

3 flannel abdominal bands, 8 inches wide and 18 inches long cut lengthwise from ½ yard of unhemmed white flannel.

3 cotton petticoats in summer or 3 flannelette petticoats for winter.

3 canton flannel night gowns.
6 cotton slips or dresses.
3 dozen diapers of birdseye or flannelette.
3 light weight blankets.
1 coat for outdoor wear.
1 bonnet.
2 pairs merino or cashmere bootees. (Shoes are unnecessary till baby creeps.)

Other requisites are:

1 soft baby brush for the hair.
Assorted safety pins.
McKesson's Boric Acid—for cleaning eyes.
Medicine dropper.
McKesson's Castor Oil.
McKesson's Glycerine Suppositories for Infants.
Pure soap.
McKesson's Albolene (Solid) for cleaning purposes.
Soft towels and washcloths.
McKesson's Virgin Olive Oil for anointing baby.
Small roll of sterile gauze.
McKesson's Mustarx—in case of convulsions or croup.
McKesson's Catnep and Fennel—in case of colic. An antiseptic.
McKesson's Baby Powder or McKesson's Stearate of Zinc.
Syrup of Ipecac—in case of croup.
Vaseline.

Every new born baby's eyes should be washed out with a 1% solution of silver nitrate.

The baby is then anointed with McKesson's Virgin Olive Oil (slightly warmed) especial attention being given the groin, the folds of the neck, and behind the ears.

The umbilical cord is dressed by applying 95% alcohol followed by boric acid powder and kept in place by a thin flannel binder.

The baby is then wrapped in sterile cotton flannel and put in its crib.

While fresh air is essential, infants are seldom taken out-of-doors in winter till after the fourth week.

Every baby should be fed regularly, allowed to sleep without being disturbed 18 out of 24 hours, and bathed daily, not over three minutes to start.

Till the umbilicus is healed the child should be merely sponged and rubbed over with McKesson's Albolene (Solid) or olive oil slightly warmed.

Baby's eyes should be washed daily with boric acid solution.

The bowels should be kept open. If constipated, McKesson's Glycerine Suppositories for Infants are used.

Soiled diapers should be kept in a covered pail containing cold water and borax before being washed out and hung in the sun—never blued.

In lifting baby a hand should always be placed under the head as the neck is weak. He should be picked up by the shoulders and body, never by the arms. His eyes should be protected from direct light.

FEEDING—Every baby should be breast fed, if possible. The mother should drink plenty of milk and eat nourishing foods, avoiding fried and seasoned foods. After nursing, the nipples should be cleansed with Solid Albolene or washed with boric acid solution and covered with sterile gauze. To prevent cracking nipples Solid Albolene should be applied. Babies are usually fed at 6 AM, 9 AM, 12, 3 PM, 6 PM, 10 PM and once during the night till four months old when the schedule runs, 6, 10, 2, 6, and 10, the 10 PM meal being omitted at nine months. The average nursing time is fifteen minutes and should never be over twenty nor should the baby be fed out of schedule just because he cries. Cooled, boiled water should be given between nursing hours beginning with a teaspoonful a few days after birth and increasing gradually.

ORANGE JUICE—After the third week 8 drops of strained orange juice may be given daily in two feedings increasing to 30 drops at the eighth week. After which it may be given three times daily after feeding.

McKESSON'S COD LIVER OIL—Twice daily beginning with 10 drops when the baby is three weeks old and increasing gradually to 2 teaspoonfuls daily, is recommended to avoid rickets.

If the baby is colicky a few drops of sterile warm water may be given or McKesson's Elixir of Catnep and Fennel is harmless and efficacious.

At nine months the baby is weaned, at six months breast feeding is supplemented by a teaspoonful of cooked cereal jelly from cream of wheat or oatmeal instead of the 10 AM and 6 PM breast feeding. This is increased to a tablespoonful twice daily by the tenth month.

At the sixth month, broth and strained vegetables and vegetable water may be given before the 2 PM feeding.

PREPARED FOODS—When the mother cannot nurse the baby, cow's milk or prepared foods may be used. Some of the latter are: Allenbury's No. 1 Milk Food and Nestle's No. 2 Food of which the basis is dried milk, rich in fat content and added carbohydrates; Mellin's Food, containing 60% of maltose, rich in fat content, but a food that should not be used without milk; Eskay's, made of egg albumin and cereals; Imperial Granum containing little fat and much unchanged starch, used when it is necessary to add some carbohydrates partly in the form of starch to the food. Since each of these foods as well as others not mentioned has special features, their use should be prescribed BY A DOCTOR as only he knows whether the particular baby requires a food with fat content or one with little fat and more of other constituents.

COW'S MILK—In general, cow's milk adapted to the use of the individual has been found most desirable for feeding the normal healthy infant. As he does not take care of whole (unskimmed) milk before the 4th month, it is advisable to dilute it, boil it and add carbohydrates.

An accurate scale is necessary since the amount to be fed depends on the baby's weight and general condition. A fat baby requires less food per pound than a thin one. Where whole boiled milk is used the individual meal is less than when a diluted mixture is employed. Any mixture should be fed warm (not hot), the baby lying slightly on his right side while the mother holds the bottle. There are many cow's milk formulae. One of the simplest follows:

BABY FEEDING SCHEDULE

COW'S MILK FORMULA

1. Multiply the infant's weight by 1½ oz. of unskimmed (whole) cow's milk.

2. Take 2 ozs. more than the infant is months old (which determines the quantity necessary for each feeding) and multiply this by the number of necessary feedings (which are every three or four hours according to the infant's requirements).

3. Add boiled water to make up the difference between No. 1 and No. 2.

4. Add 1/10 oz. of sugar for each lb. of the infant's weight, remembering that cane sugar (saccharose) answers most requirements, whereas milk sugar (lactose) acts as a laxative and is undesirable unless a laxative effect is desired. At two months substitute barley flour water for plain water, making it by adding a small quantity of cold water to a teaspoonful of barley flour to obtain a paste. This is added to 6 oz. of boiling water, allowed to simmer for 10 minutes, then boiled and strained. The amount can be doubled or tripled as desired, but $\frac{1}{60}$ to $\frac{1}{30}$ oz. of flour is necessary for each lb. of body weight. 3 tablespoonfuls of flour=1 oz.

5. To make a smaller, more easily digested curd in the stomach, boil the total mixture in a double boiler till the water in the outer vessel has boiled 8 minutes. Divide the mixture into equal parts to cover the number of feedings desired.

6. In cases of simple vomiting, lime water (1 oz. to every 20 ozs. of formula) is added to the mixture.

If the stools (bowel movement) are soapy and gray, reduce the fats by skimming the milk. If a spinach type of stool appears, increase the amount of sugar. If the

stool is a spluttery, gaseous, diarrhœa type, decrease the amount of sugar.

DIET TABLE FOR NEW BORN INFANTS (AVERAGE WEIGHT) DURING THE FIRST MONTH

	1st 48 Hrs'	3rd to 4th Days	5th to 6th Days	7th, 8th, 9th Days	10th, 11th, 12th Days	13th and 14th Days	3rd Week	4th Week
Milk (whole), oz.				4	8	10	12	14
Milk (skimmed), oz.		6	8	4	0	0	0	0
Sugar (cane), teaspoonful	1	1	2	2	2	3	4	6
Water (boiled) ozs.	16	10	8	8	8	8	8	10

APPROXIMATE DIET TABLE FOR NORMAL INFANTS AFTER ONE MONTH OF AGE

	1-3 Mos.	3-5 Mos.	5-7 Mos.	7-12 Mos.
Milk (whole) oz. .	15	17	20	24
Sugar (Cane), teaspoonful		7	4	3
Barley Water	10	7	4	
or				
Thick Gruel oz.	3	3	3	3

CARE OF BABY'S BOTTLE—Use wide mouth bottles, wash with a brush and soapy water, rinse in clean water and leave standing filled with water and a pinch of sodium bicarbonate. The bottle must be boiled daily in a sterile pot, likewise the nipples, which should be kept in a closed sterile jar.

DIET FOR BABY ONE YEAR OLD—The following vegetables run through a colander (puréed) may be fed: —Spinach, carrots, celery, asparagus, steamed cabbage, cauliflower, apples, prunes, peaches, figs, oatmeal. Plain crackers are good and twice weekly a very soft-boiled egg may be given after the fourteenth month.

SAMPLE MENU FOR A CHILD 1 TO 2 YEARS OLD

(U. S. Public Health Service)

6 A. M.—8 to 10 ozs. certified milk. 2 ozs. oatmeal jelly.

9 A. M.—Juice of ½ orange. As age increases the juice of one whole orange.

10 A. M.—Milk, stale bread or Zwieback. Well cooked wheatina, pettyjohn or oatmeal, with milk.

2 P. M.—Chicken, beef or mutton broth with boiled rice. 1 starch vegetable and one green vegetable cooked and mashed through a sieve.

6 P. M.—Milk with Zwieback. Well cooked cereal with milk, stewed fruit thoroughly cooked and mashed through a sieve.

18 to 24 MONTHS

7:30 A. M.—Juice of whole orange. Cereal with milk. If sugar is used on cereal, not more than ½ teaspoonful.

10:30 A. M.—Glass of milk. Zwieback or 2 graham crackers.

1 P. M.—Broth, 2 ozs. beef juice, puréed vegetables, glass of milk, toast, apple sauce, junket or rice pudding.

5:30 P. M.—Cereal and milk, dry bread, glass of milk, stewed mashed fruit.

SIGNS OF SICKNESS IN THE BABY

The baby may be sick if he has no appetite, vomiting, diarrhœa, constipation, fever, rash, signs of cold, loss of weight. SEND FOR THE DOCTOR.

THE FIRST TOOTH

Teething usually starts about the end of the sixth month when the two lower front teeth begin to break through. These are called "centrals." The others come through the gums about as follows:—

Two upper front teeth (centrals)....between 7 and 9 months

Two lower lateral, next centrals....between 7 and 9 months

Two upper laterals, next centrals.....
between 8 and 10 months

Two lower molars or grinders....between 12 and 13 months

Two upper molars or grinders....between 13 and 14 months

Two lower cuspids, in front of molars.....
between 15 and 17 months

Two upper cuspids, in front of molars.....
between 16 and 18 months

Two second lower molars, behind first.....
between 19 and 23 months
Two second upper molars, behind first.....
between 20 and 24 months

As the condition of the first teeth determines the condition of the second, they should be kept clean and treated by a dentist every six months. Cavities should be filled. Milk of Magnesia on a little cotton may be rubbed over the baby's teeth. McKesson's Calox Tooth Powder should be used as soon as a tiny brush is feasible.

BABY'S WEIGHT—The average baby weighs about 7 pounds at birth and should double its weight in six months and triple it in a year. He should gain about 6 ounces a week after the first week for the first six months, and from then on about 4 ounces weekly.

AVERAGE HEIGHT, WEIGHT AND INCREASE IN WEIGHT PER YEAR FOR BOYS AND GIRLS[1]

	BOYS			GIRLS		
Age	Height, inches.	Weight, pounds.	Increase in weight per year.	Height, inches.	Weight, pounds.	Increase in weight per year.
Birth	20.6	7.5	.....	20.5	7.2	.....
6 Mo.	26.1	16.5	.....	25.5	15.3	.....
1 Yr.	29.1	20.8	12.5	28.5	19.6	12.3
2 Yrs.	33.3	26.2	5.4	32.8	24.8	5.2
3 Yrs.	36.5	30.5	4.3	36.0	29.2	4.4
4 Yrs.	39.1	34.1	3.6	38.7	32.8	3.6
5 Yrs.	41.4	37.6	3.5	41.2	36.4	3.6
6 Yrs	43.9	41.4	3.8	43.5	40.4	4.0
7 Yrs.	45.7	49.1	4.4	45.5	47.5	3.9
8 Yrs.	47.8	53.9	4.8	47.6	52.0	4.6
9 Yrs.	49.7	59.2	5.3	49.4	57.1	5.1
10 Yrs.	51.7	65.3	5.1	51.3	62.4	5.3
11 Yrs.	53.3	70.2	4.9	53.4	68.8	6.4
12 Yrs.	55.1	76.9	6.7	55.9	78.3	9.5
13 Yrs.	57.2	84.8	7.9	58.2	88.7	10.4
14 Yrs.	59.9	94.9	10.1	59.9	98.4	9.7
15 Yrs.	62.3	107.1	12.2	61.1	106.1	7.7
16 Yrs.	65.0	121.0	13.9	61.6	112.0	5.9

(The above weights from birth to six years are without clothes; from seven to sixteen with clothes.

[1]Taken from Woodbury: Statures and Weights of Children under Six years of Age, U. S. Dept. of Labor, Children's Bureau. Pub. 88, 1922, and from the Table of Heights and Weights, U. S. Dept of Labor.)

CARE OF THE PERSON

Courses of Treatment

CARE OF THE TEETH

Since the mouth is the spot where germs are most apt to enter, its complete cleanliness is imperative. The teeth and gums should be brushed twice daily, up and down as well as across, and preferably after each meal. Economy in tooth brushes should never be practised. New ones should be purchased monthly if possible and kept sterilized. Otherwise germs are accumulated and carried to the mouth, causing more harm than good. Dead teeth are tombstones of disease and should be promptly extracted as they lead to rheumatism, brain trouble and other ailments. Sodium bicarbonate is used once a day by many beautiful women to cut tooth film and sweeten the breath. After extensive laboratory experiments, McKesson's Calox Tooth Powder, McKesson's Milk of Magnesia Dental Cream, or McKesson's IDL Dental Cream, used once a day in connection with Lagarg,—a potent antiseptic mouth wash—is considered the last word in oral hygiene and is used and recommended extensively by the most eminent dentists.

These preparations not only whiten the teeth and give them that beautiful, pearly appearance, but also impart a delightfully fresh and clean feeling to the mouth and gums. No dental preparation cures tooth troubles. To prevent these it is necessary to visit the dentist at least twice a year.

PYORRHEA—Tooth neglect paves the way for pyorrhea, a disease of middle age which causes the teeth to

loosen and drop out. An accumulation of tartar where the teeth join the gums, defective dental work, malocclusion, constant gum irritation from improper use of toothpicks or brushes and infectious diseases usually bring about this dreaded malady. There is no medicine which will cure it. Prevention by keeping the teeth clean and by frequent visits to the dentist is the best means of combating a condition not only unpleasant in itself, but which may lead to tuberculosis, pneumonia and other diseases through general lowered resistance resulting from neglected pus pockets about the teeth. Many dentists recommend CALOX as routine.

CARE OF COMPLEXION

Care in diet, fresh air and exercise produces a clear youthful complexion, yet external aids must assist where nature is helpless to combat enemies of skin texture.

CLEANLINESS is the first step and this does not mean scrubbing with soap and water which is frequently injurious. A searching cream floats out specks of dust, smoke, germs and other impurities hiding in each tiny pore. McKesson's Albolene (Solid) ferrets out dirt and is best removed by paper tissues instead of irritating cloth fabrics. The face should be patted gently, the cream blotted off instead of rubbed. Gentle washing once daily with tepid water and McKesson's Shaving Cream is recommended. Since men seem less prone to wrinkles than women, it seems possible that the constant use of the best grade shaving cream contributes to keeping the skin firm. However, any pure soap may be used with discretion. After cleansing with Albolene or McKesson's Theatrical Cream, the skin must be nourished since constant exposure to the sun and wind dries up natural oils. McKesson's Milk of Almond Cream keeps the skin fresh, radiant and young. Men find it a helpful accessory after shaving. For women it affords a good powder base, the velvety film taking powder without caking. McKesson's Vanishing Cream is also unexcelled as a powder base.

OILY SKINS—McKesson's Lilac Vegetal will be found helpful in correcting oily skins. It is also a freshener and tonic when fatigue let-down must be routed and a rested face is imperative to meet social occasions.

MASSAGE—All facial treatments must be followed with upward strokes of the finger tips, otherwise sagging muscles and wrinkles ensue. A lump of ice rubbed in gentle upward circles helps keep the skin stimulated and the muscles firm.

SUNBURN—McKesson's Sunburn Lotion should be applied after undue exposure to sun and wind since sunburn coarsens the texture of the skin and enlarges the pores. Vinegar compresses are valuable for secondary sunburn.

A MUDDY COMPLEXION—often yields to McKesson's Sulfarilla Lozenges or to Sulphur & Cream of Tartar Lozenges. If there are constant facial eruptions after intelligent care fails to restore a glowing complexion, a DOCTOR SHOULD BE CONSULTED to correct the cause.

CARE OF THE HAIR

Grooming is more important in beauty of the hair than its texture, color or length. Cleanliness comes first. A thorough washing every three weeks or even twice a month with McKesson's Coco-Olive Shampoo is necessary. This excellent preparation produces a heavy lather that cleanses the scalp, soothes the skin and improves the lustre and texture of the hair itself. Careful rinsing is essential.

A DRY SCALP should always be cleansed and stimulated by McKesson's Eau de Quinine. This treatment should be applied twice daily and well massaged into the roots by a circular movement of the finger tips with the remembrance that a healthy scalp is a loose one.

FOR AN OILY SCALP, McKesson's Imported Bay Rum is unexcelled for correcting the condition.

DRY SHAMPOO—In cases of illness or other reasons where a dry shampoo is desired, McKesson's Orris Powder

sifted through the hair and painstakingly brushed out will remove excessive oil and soil, leaving the hair fluffy and fragrant.

BRUSHING the hair upward with a long bristled brush is advised for proper ventilation. Men run the risk of baldness by wetting the hair and brushing it down, but most women naturally employ an upward, outward stroke.

DANDRUFF usually results from lack of care. It eventually leads to baldness. With the proper use of massage, shampoo and tonic, dandruff should not appear.

COLOR—When the hair becomes lustreless and faded, McKesson's Powdered Henna Leaves, made in the consistency of a thick paste with boiling water, may be applied to the hair roots and hair with a toothbrush or worked in with the fingers since the color does not remain on the skin. Henna imparts an auburn tinge. Many so-called henna preparations featuring other shades are compounded with dyes which are in some cases dangerous. In restoring hair to tints other than auburn, an expert should be consulted. Pure Henna, such as prepared by McKesson, is healthful to the scalp, and does not coarsen the hair texture.

White hair, much in vogue, may be washed as any other hair with a drop or two of blueing added to the rinsing water to prevent that yellow look which spoils the appearance of otherwise beautiful hair.

Blond hair, which needs re-brightening, especially at the roots, responds to McKesson's Peroxide of Hydrogen with a drop or two of ammonia added. Apply with tooth brush. It acts more quickly when exposed to sunlight.

CARE OF THE HANDS

This is particularly important not only because hands are recognized indicators of breeding and character, but also because they are carriers of germs to the mouth. They should be washed before meals and on rising and retiring with pure soap and lukewarm water, followed by a

cold rinse and thorough drying. To prevent chapping and to preserve the texture McKesson's Milk of Almond Cream or Glycerine & Rose Water must next be applied. The nails should be thoroughly cleaned, the cuticle pressed back gently with a towel. Long or short nails and their polish are a matter of taste, but they are always filed, never cut. Over-coloring is unpleasant when so many natural tints may be obtained which bestow upon the fingers a shell-like beauty and greater delicacy.

CARE OF THE FEET

Neglected feet decrease the body's efficiency, cause headache, backache and nervous troubles. The feet should be bathed often with a little Sodium Bicarbonate in water to allay aching and perspiration and dusted after drying with Marathon Foot Powder. Corns should not be cut but removed with McKesson's Corn Remedy which uproots calluses in two days. Plenty of time should be used in buying shoes to make sure they fit and support the arch of the foot. The toes should be straight ahead in walking, not out or in. Fallen arches cause intense suffering and can be remedied by the use of arch supports PRESCRIBED BY A DOCTOR.

BATHING

Variety of Cleansing Methods

BATHS—have been considered a desirable curative agent since earliest times. The Romans thought them the supreme cure-all. Since impurities are eliminated by means of the skin and kidneys, open pores are obviously a necessity for health. The fact that an occasional non-bather is cited simply means that such a person usually performs manual labor that induces sufficient perspiration

to keep the skin active. Baths, therefore, are considered of prime importance in keeping people fit. When the body falls under par there are all kinds of baths to stimulate a normal functioning. While baths are usually given in a liquid state, they may be also in the form of steam, ice, sun, salt, friction and other means.

Baths are classified as very cold—32 to 55 F., cold—55 to 65 degrees F., cool—65 to 80 degrees F., tepid—80 to 92 degrees F., warm—92 to 98 degrees F., hot—98 to 104 degrees F., and very hot above 104 degrees F. In order to gauge proper temperature a bath thermometer procurable from any druggist is a necessity.

NEUTRAL BATH (Temperature 92 to 98 degrees)

This is probably the form most often taken by the majority of people. It is considered of value for mental workers indulging in little exercise. Insomnia may be relieved by using the neutral bath before retiring or in the middle of the night. The duration of such a bath should not be over thirty minutes and twelve is probably a better limit. The neutral bath should never be taken except on retiring as it decreases resistance to cold. Hot and very hot baths should only be used UNDER DOCTORS' ORDERS.

THE COLD BATH

This is valuable to many individuals and of use in many diseases, but it is by no means advised for everybody. Cold slows circulation and diminishes the action of the heart beat. If the body is cold it should be subjected to a warm bath before plunged into a cold one. If a warm reaction does not follow, the probability is that this type of immersion is unsuited to that particular individual. Many find that the cold bath tones up the system and keeps them in condition. Others are depressed by it. For the latter a warm bath or warm sponge followed by a cold rub will probably give the desired results. Under no circumstances should the cold bath be prolonged beyond a short plunge which is of greater benefit than an endurance test in cold water.

THE SUN BATH

For malnutrition, anemia, indigestion, obesity, rheumatism and inactive skin, there is nothing better than a sun bath. Care should be taken to keep the head covered and a warm spray followed by a cold should end the exposure. This bath is usually given by having the subject lie nude in the sun covered by a sheet and exposing one portion of the anatomy at a time. Active persons usually take this treatment in bathing suits.

THE NAUHEIM BATH

For years people have visited Germany for curative effects derived from this particular bath. The same effects may be obtained by dissolving common salt and McKesson's Sodium Bicarbonate in water and adding several little blocks of fused bisulphate of soda. From these ingredients the proper mixture is formed. The usual proportion necessary for a Nauheim bath is: Sodium bicarbonate 17.5; sodium chlorid (common salt) 40; calcium chlorid 25, and sodium bisulphate 17.5. This bath is in vogue among rheumatism sufferers and for heart conditions.

THE FOOT BATH

The foot bath may be a simple or elaborate affair depending on the effects desired. For sweating feet, for example, only enough water at fifty degrees is used to cover the toes. Each foot is left in the water about thirty seconds then dried with brisk movements of a rough towel, after which each foot is again placed in water and the operation repeated until a warm glow results. A more elaborate foot bath is used for improving circulation, for relieving gout and sprains, for relieving brain fag, and congestion of such organs as the uterus, bladder, intestines, etc., for the reestablishing of suppressed menstruation. The highest possible receptacle should be used in order to prevent draughts and keep the water hot. Enough water at 104 degrees should be poured in the receptacle to cover the ankle bones thoroughly. A heavy blanket or

sheet should be placed around the receptacle and over the subject's knees to retain the heat and steam. The water's temperature should be gradually increased to from 112 to 120 degrees, care being taken not to pour the fresh water on the patient. The foot bath may last from a few minutes to half an hour and should be followed by a dash of cold water. The alternate hot and cold foot bath is recommended for chilblains and poor circulation. The mustard foot bath is accomplished by tying two tablespoonfuls of mustard in a gauze bag and placing it in a gallon of water. McKesson's Marathon Foot Powder should be applied after the bath.

FEVER REDUCTION BATH

The Wet Sheet Pack

For reducing fever or for neurasthenic, run-down individuals who require a tonic bath to restore circulation and poise, this is admirable, but it should be carefully given. The bed must first be covered with a rubber sheet, a hot water bottle placed at the patient's feet and a tepid water compress on the patient's head. He is then completely enveloped in a sheet wrung out of water at 70 degrees and closely covered by a well tucked in blanket which remains in position until the patient begins to warm the sheet. The operation is repeated till the patient takes longer to warm the sheet. If copious water drinking is indulged in by the patient during this procedure and half a dozen sheet changes are made temperature can be reduced at least two degrees. An alcohol rub should follow.

SPONGING

McKesson's Rubbing Alcohol is good for reducing temperature, preventing bedsores and also as a stimulating application after bathing, exercise or fatigue. It should be applied by hand friction with the patient well covered.

INTERNAL BATHING

Water is as important internally as externally and copious drinking of it helps carry off the system's impurities and keeps the blood in good condition.

Persons with muddy complexions have been surprised to find beauty returning after taking especial pains with external and internal lavage.

Not less than 6 and preferably 8 glasses of water should be drunk by every individual daily between meals.

ENEMAS OR ENEMATA may be listed as internal bathing. While medical authorities differ as to the extent to which they may be used, they are usually regarded as desirable for reducing temperature when given cold and for aiding colic and colitis when given hot. In general, enemas are classified as nourishing, stimulating or cleansing. The nutritive and cleansing enemas are given at a temperature of 100 and the stimulating enema at about 116 degrees. There are at least a dozen enemas from oxgall to glycerine, BUT SHOULD ALL BE GIVEN UNDER THE DOCTOR'S ORDERS except the cleansing enema which may be taken occasionally to promote cleanliness or relieve gas. A teaspoonful of McKesson's Powdered Alum or a tablespoonful of McKesson's Sodium Bicarbonate or 2 tablespoonfuls of McKesson's Virgin Olive Oil in 2 quarts of water at 100 degrees constitutes the usual internal bath.

FOMENTATIONS

These are used for relieving inflammatory pains, for neuralgia, joint affections, toothache, headache and various chronic aches. They are so important that everybody should learn how to give them.

The affected part is usually rubbed with oil or vaseline and then covered with a flannel cloth or bath towel whose center has been dipped in boiling water and wrung as dry as possible by holding and twisting the dry ends like a rope. A dry layer of blanket or other heavy material is laid over the hot one to prevent rapid cooling. The fomen-

tation should be renewed every five minutes keeping the skin covered in the interval. In cases of sensitive skin or where there is possiblity of a long duration of treatment, a piece of cloth is laid next the skin before the hot cloth is applied. Every half hour a cold cloth is used for one minute alternating with the fomentations and always used at the conclusion of the treatment. The cold cloth should be covered by a dry one.

DISINFECTION AND FUMIGATION

WHERE a contagious disease has occurred in a room, fumigation is considered necessary. First, care should be exercised to make sure no living thing has gone into the room. The windows and doors are then sealed and formalin plus permanganate of potassium is used, 2 oz. of gas being necessary for every 1000 cubic feet of space. All bureau drawers, closets, boxes, etc., should be opened and clothing and bedding hung up to catch the fumes. The room should remain closed for twenty-four hours and then aired and given all the sunlight possible.

When it is necessary to deodorize the sick-room, as is frequently the case, this may be accomplished by a bit of twisted paper lighted and held over a metal container. An atomizer of witch hazel or McKesson's Scented Ammonia is good, and McKesson's Pinetol is an excellent refreshing disinfectant. Sick persons, as a rule, do not care for the odor of perfumes.

A CENTURY OF PROGRESS

McKesson & Robbins, Inc., Has Served Humanity for More Than 100 Years

Among the American firms of federal days, McKesson & Robbins, Inc., has served the needs of the medical profession and promoted public health for more than 100 years.

The firm was known in 1828 as Charles M. Olcott and later in 1833 as Olcott, McKesson & Co. The principal partner, John McKesson, Sr., descended from a pioneer Scotch ancestor, a farmer who had settled in Pennsylvania 50 years before the Revolution. In 1835 Daniel C. Robbins came to the business, continuing through his long life to 1888.

Great sailing ships of the 30's and 40's, bringing native materials from over the world to New York, docked in nearby South Street, poking their long bowsprits over the roofs of the water front warehouses. When they sailed away over the Seven Seas, McKesson & Robbins Products were stowed in the cargo holds for European and Far East ports.

The whole world has relied upon McKesson & Robbins in all the years since, and to meet world demands the firm's export labels are printed in all languages including the Chinese. World travelers in strange lands greet with happy recognition the firm name of McKesson & Robbins, Inc. upon the labels of McKesson Products, which are welcomed and appreciated throughout two hemispheres.

The firm early established its own laboratory and for a century has devoted itself to research and scientific effort. It has never deviated in the long years of its magnificent history from its own higher standards of purity and manufacturing excellence.

OSTEND 1888

BARCELONA 1888

ST. LOUIS 1904

SYDNEY 1879

DETROIT 1888

VIENNA 1873

PHILADELPHIA 1876

CALCUTTA 1884

CALCUTTA 1884

NEW ORLEANS 1885

PARIS 1878

NEW ORLEANS 1885

These awards from expositions in all parts of the world attest the world-wide recognition of the quality and excellence of McKesson & Robbins Products

The "old school" idea of pride in supreme quality has been handed down from generation to generation and today McKesson quality is an institution—a higher standard which the world accepts with confidence because it has endured for more than 100 years.

McKesson laboratories, rebuilt and newly equipped periodically as science advanced, have served the needs of many peoples in plagues and disasters, in peace times and in three American and many foreign wars. No more complete laboratory in pharmacy manufacture exists in the world today than that of McKesson & Robbins, Inc.

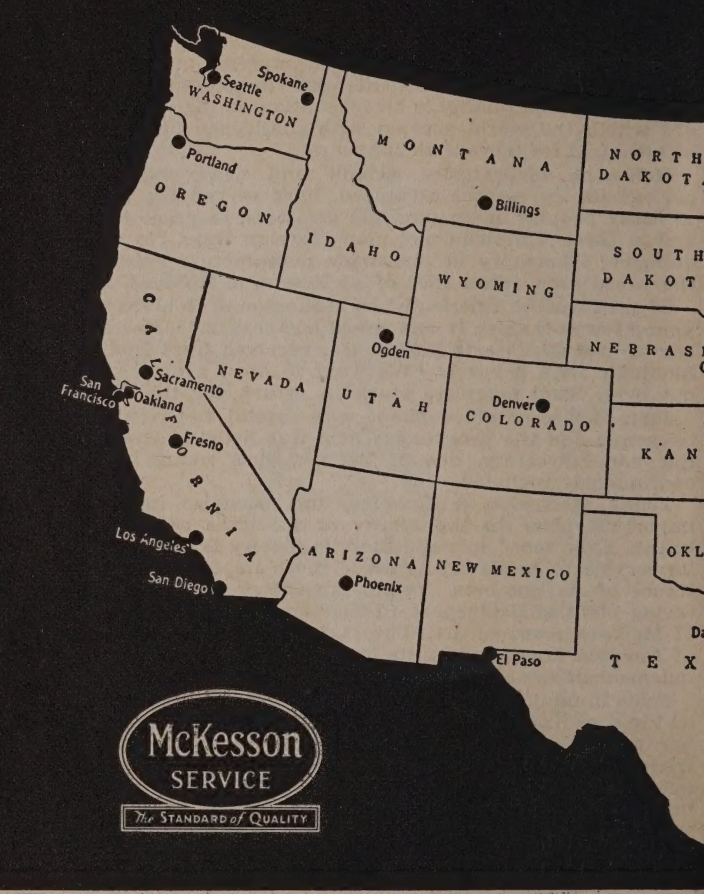
Of the firms in America when McKesson & Robbins was young few now exist. It was an old business in 1868 when a bag of gold dust worth $20,000. was received from frontier Montana, with a letter: "We want to open a drug store out here. Send complete stock in return for the dust."

John McKesson aided Morse with capital, to invent the telegraph and the progressive firm was listed in the first telephone directory, one of the few firm names to be continuously included.

Today McKesson & Robbins, Inc. occupies its most important place in the affairs of medicine and public health. Even more splendid than its history is its present; its service to humanity is made more important by the forces of its numbers, for its laboratory and manufacturing plant at Bridgeport, Connecticut, covers acres, and 67 McKesson owned distributors, in geographical centers of America are bound by its fine traditions and serve the independent druggists of the nation.

Pride in quality, in maintaining standards of excellence, and in a century of honorable dealing; pride in the firm's heritage and present high position, and pride in loyal and friendly relationships with the medical profession throughout the whole world are precious possessions, which, however impose great responsibilities upon the present generation of managers of McKesson & Robbins, Inc.

All that has been learned in a century of successful pharmaceutical manufacture; the good will which has come in 100 years of honest dealing with the professions and public contribute to the present eminence of McKesson & Robbins, Inc.



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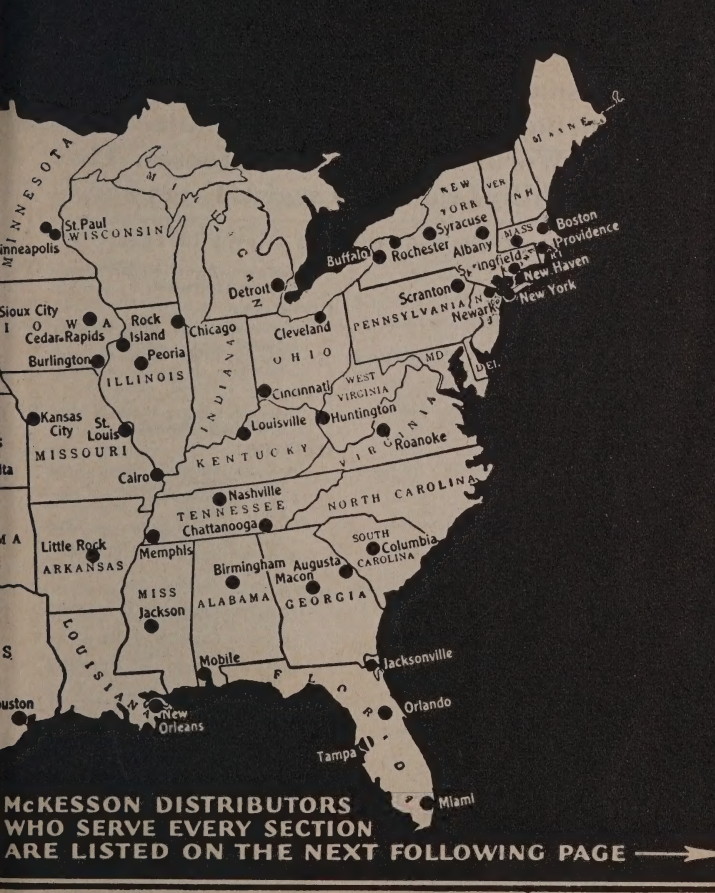

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McKesson & Robbins, Inc., Products are Distributed throughout the Entire Civilized World by Their Own Houses. They are Sold by Leading Druggists Everywhere.

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McKesson-Bedsole-Colvin-O'Dell, Inc., Birmingham
McKesson-Berry-Martin Company, Florence

ARIZONA:

McKesson-Western Wholesale Drug Company, Ltd., Phoenix

ARKANSAS:

McKesson-Lincoln Company, Little Rock

CALIFORNIA:

McKesson-Kirk-Geary Company, Ltd., Sacramento
McKesson-Langley-Michaels Company, Ltd., San Francisco
McKesson-Langley-Michaels Company, Ltd., Oakland
McKesson-Langley-Michaels Company, Ltd., Fresno
McKesson-Western Wholesale Drug Company, Ltd., Los Angeles
McKesson-Western Wholesale Drug Company, Ltd., San Diego

COLORADO:

McKesson-Colorado Wholesale Drug Company, Denver

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McKesson-Churchill Drug Company, Peoria
McKesson-Fuller-Morrisson Company, Chicago
McKesson-Fuller-Morrisson Company, Rock Island
McKesson-Schuh Drug Company, Cairo

IOWA:

McKesson-Churchill Drug Company, Burlington
McKesson-Churchill Drug Company, Cedar Rapids
McKesson, More & Porterfield, Inc., Sioux City

KANSAS:

McKesson-Potts Drug Company, Wichita

KENTUCKY:

McKesson-Peter-Neat-Richardson Company, Louisville

LOUISIANA:

McKesson-Parker-Blake Corporation, New Orleans

MASSACHUSETTS:

McKesson-Eastern Drug Company Boston
McKesson-Eastern Drug Company Springfield

MICHIGAN:

McKesson-Farrand-Williams Company, Detroit

MINNESOTA:

McKesson-Minneapolis Drug Company, Minneapolis
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MISSISSIPPI:

McKesson-Van Vleet-Ellis Corporation, Jackson

MISSOURI:

McKesson-Faxon Drug Company Kansas City
McKesson-Merrell-St. Louis Drug Company, St. Louis

MONTANA:

Midwest Drug Company, Billings

NEBRASKA:

McKesson-Churchill Drug Company, Omaha

NEW JERSEY:

McKesson-Roeber-Kuebler Company, Newark

NEW YORK:

McKesson-Gibson-Snow Company, Inc., Albany
McKesson-Gibson-Snow Company, Inc., Buffalo
McKesson-Gibson-Snow Company, Inc., Rochester
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McKesson-Gibson-Snow Company, Inc., Littell Branch, New York City
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OHIO:

McKesson-Hall-Van Gorder Company, Cleveland
The McKesson-Voegler Drug Company, Cincinnati

OREGON:

McKesson-Pacific Drug Company, Portland

PENNSYLVANIA:

McKesson-Gibson-Snow Company, Scranton

RHODE ISLAND:

McKesson-Eastern Drug Company, Providence

SOUTH CAROLINA:

McKesson-Murray Drug Company, Columbia

TENNESSEE:

McKesson-Duff Drug Company, Chattanooga
McKesson-Spurlock-Neal Company, Nashville
McKesson-Van Vleet-Ellis Corporation, Memphis

TEXAS:

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CLASSIFIED

Sold by Leading Independent Druggists Everywhere

LAXATIVES, CATHARTICS, AND PURGATIVES

ALBAGAR—a non-habit forming laxative emulsion composed of Albolene (Russian mineral oil) and Agar-Agar (Japanese seaweed).

ALBAGAR, COMPOUND—Albagar with phenolphthalein added.

ALBOLENE, LIQUID—A Russian oil intestinal lubricant.

ALBOMALT—For autointoxication, and for undernourished children and adults. It is particularly recommended for use in pregnancy and by nursing mothers. The best known product for the treatment of mucous colitis.

ANALAX—a fruity candy-like laxative made of Agar-Agar, fruit acids and phenolphthalein.

CASCARA TABLETS, (5 grain). convenient for travelling.

CASCARA FLUID EXTRACT, AROMATIC—an efficacious laxative with tonic effect much used in habitual constipation and recommended by American hospitals.

CASTOR OIL, AROMATIC—a particularly desirable remedy for children because of its palatable and effective qualities.

EPSOM SALTS—a quick and safe purgative.

GLYCERINE SUPPOSITORIES (for adults and infants.) —a mild convenient method of relieving occasional constipation.

HINKLE'S COMPOUND TABLETS—a valuable, long established cathartic.

LIQUID PETROLATUM—a heavy, non-fattening mineral oil valuable for correcting constipation.

LICORICE COMPOUND POWDER—a pleasant laxative.

MILK OF MAGNESIA—an antacid, mild laxative of a non-irritating nature much used for invalids and children.

ROCHELLE SALTS—a mild, cooling purgative suitable to irritable stomachs.

SENNA LEAVES—a prompt and safe cathartic made by using 1 oz. to a pint of hot water and adding Epsom Salts if necessary.

SEIDLITZ POWDERS—a satisfactory purgative in vogue since grandmother's day.

SODIUM PHOSPHATE—an effervescent remedy for biliousness and constipation. Recommended also for children.

SULPHUR AND CREAM OF TARTAR LOZENGES—a mild tonic laxative and blood purifier.

CUTS, SCALDS AND BRUISES

ALKALINE PASTILLES—for irritations of the gums and mouth.

ANALGESIC BALM—a splendid external treatment of rheumatic pains, neuralgia, etc.

BORIC ACID OINTMENT—a mildly antiseptic, non-irritating remedy for cuts, scratches, etc.

BLUE OINTMENT—recommended for skin troubles, skin parasites and sprains.

CAMPHOR ICE—an aid to chapped hands and cold sores.

CAMPHORATED OIL—useful as a rub in bruises, pains, etc.

CARBOLIC SALVE—an antiseptic covering for cuts, scratches and lacerations.

FULLER'S EARTH—excellent for chafed skin.

HEAL QUICK OINTMENT—one of the best remedies for scratches, cuts and lacerations since it is healing and promotes tissue growth.

HYDROGEN PEROXIDE—helpful in minor skin abrasions.

KENO—a rectal ointment for inflamed and itching surfaces.

MERCUROCHROME—the most popular germicidal agent to be found. It is penetrating and disinfects all cuts and surface abrasions.

NEODERM OINTMENT—should be kept on hand for burns, scalds, and sunburn. It is healing, soothing and assists the formation of new skin.

STEARATE OF ZINC—a waterproof surgical dusting powder. It is an excellent protective covering for raw or inflamed surfaces.

TINCTURE OF ARNICA—desirable for burns, sprains, local pains and congestion.

TINCTURE OF IODINE—one of the best known germicidal agents obtainable.

ZINC OINTMENT—much used for sun and wind burn, sores, and scratches.

TONIC AND BODY BUILDERS

ALBOMALT—a laxative body builder consisting of malt extract and albolene.

BEEF, IRON AND WINE—an ideal tonic for invalids.

COD LIVER OIL STANDARDIZED—a highgrade vitamin tested product especially desirable for babies and children.

I. V. C. VITAMIN PEARLS, the concentrate of Vitamins A and D from Cod Liver Oil of high potency. Of distinct value in increasing weight and strength. Distributed by McKesson & Robbins, Inc. See page 26.

SULPHUR AND CREAM OF TARTAR LOZENGES—a tonic, blood purifier and mild laxative.

VIRGIN OLIVE OIL—an unexcelled medicinal product made up of ripe European olives.

COLDS, COUGHS AND HEADACHES

ANALGESIC BALM—helpful for headache or muscular pains.

ASPIROLITHINE TABLETS—for neuralgia, minor colds and muscular pains.

ASPIRIN TABLETS—a well known aid to colds and pains.

BABY COUGH SYRUP—Dr. Charles' formula—softens the phlegm in the air passages and is unexcelled for infants and children.

BLENNOSTASINE PILLS—valuable for head colds, particularly where there is an excess of mucus.

CORAX FOR COLDS—is best used if taken in the early stages. It is also a good deodorant and prophylactic.

DAROL—a new scientific treatment for colds.

EMOLEO—for the nose and throat.

FLAXSEED, WHOLE—excellent made into a tea for colds or used for poultices.

KIGO FOR COUGHS—unsurpassed for coughs and acute bronchial affections.

MUSTARX—an external application for chest colds and minor throat irritations. A non-irritating external application taking the place of old fashioned mustard plasters.

NASAL JELLY—indispensable for head colds and nasal irritations.

POTASSIUM CHLORATE TABLETS—useful as a gargle or held in the mouth for throat irritations.

RHINITIS TABLETS—for head colds.

SODIUM PHOSPHATE—excellent for headache and biliousness.

TALKIES—for hoarseness and "frog in the throat".

THROAT GARGLE—an astringent, antiseptic throat treatment.

WHITE PINE COUGH SYRUP—of which five different varieties are manufactured to meet all tastes and requirements. Particularly efficacious in bronchial conditions.

HOUSEHOLD NEEDS

ALCOHOL, RUBBING—one of the best skin stimulants and skin tonics to be had.

AMMONIA, AROMATIC SPIRITS OF—a necessity in case of sudden faintness, shock or illness.

BIRD SEED—a reliable food for birds.

BORAX—for use in washing, dish washing, and starching, especially necessary for soaking baby's diapers.

COD LIVER OIL FOR POULTRY AND ANIMALS—efficacious first aid to unthrifty fowls.

CORN REMEDY—an efficacious medium for removing calluses, warts and chronic corns.

CITRONELLA OIL—a splendid mosquito repellent and balm for their stings.

CREAM OF TARTAR—a high grade preparation used in cooking.

FLAXSEED MEAL—invaluable for poultices and the brewing of flaxseed tea.

FULLER'S EARTH—a preparation unexcelled for removing grease spots.

DROP CHALK—excellent for cleaning glass, steel table knives, etc.

ELIXIR OF CATNEP AND FENNEL—for colic in infants.

EXTRACTS OF
Lemon
Vanilla
Peppermint
} Pure essences which should be on every kitchen shelf.

HAT CLEANER (Palm Beach)—an aid to making a new hat out of an old one.

MOSQUITONE—to repel mosquitos and ease their stings.

MILK OF MAGNESIA—an anti-acid laxative of value in occasional constipation, upset stomach, etc. Of such a soothing nature that it may be given without fear to invalids and children.

OLIVE OIL, VIRGIN—a nourishing substance made of the finest European ripe olives which will not only make extra fine salads, but act as a body builder at the same time.

ORRIS ROOT, POWDERED—a delightful sachet filler and a good dry shampoo.

OXALIC ACID—much used for removing stains from linen.

PEROXIDE OF HYDROGEN—absolutely essential for washing vegetables and as an antiseptic in minor scratches.

PINETOL—a marvelous, refreshing deodorant for the sick room.

PLASTER OF PARIS—a household necessity for sealing mouseholes, for mending walls, etc.

POISON IVY LOTION—an easy and safe means of combating an encounter with the three-leafed demon of the woods.

POTASSIUM PERMANGANATE—an excellent disinfectant.

PUMICE—much used for scouring wood, cleaning steel, and removing all ingrained stains.

QUININE SULPHATE PILLS—for malarial fever.

SALICYLIC ACID—an agent used in preserving catsups, jams, jellies, etc.

SALT PETRE—a necessity in preserving meats. Also, good for asthma when burned on a shovel. (See Asthma.)

SODA MINT TABLETS—a neutralizer of acidity.

SODIUM BICARBONATE—a really pure soda for cooking purposes, for colds, gargles, poultices, etc.

SODIUM FLUORIDE—a poison for roaches, poultry lice, etc.

SPIRIT OF CAMPHOR—a household necessity.

SPIRIT OF TURPENTINE—a diuretic and anthelmintic.

SULPHUR FLOWERS—an excellent material for fumigating purposes.

TARTARLITHINE TABLETS—unexcelled for gout and rheumatism.

TOOTHACHE DROPS—a necessity in every medicine chest.

WAX COMPOUND—a unique preparation of meal and wax for polishing wood, marble, tile and other surfaces.

WHITING—unexcelled for cleaning windows, brass and silver.

WORM SYRUP—an excellent vermifuge.

TOILETRIES

ALBOLENE (Solid)—a pure white cleansing cream used by leading maternity hospitals.

ALKALINE PASTILLES—a relief for mouth irritations.

AMMONIA WATER—scented and colored. For toilet and bath.

BABY POWDER—for baby's comfort. Imported talc and stearate of zinc.

BAY RUM—for hair and scalp.

CALOX TOOTH POWDER—a thorough tooth cleanser of proven value.

COCOA BUTTER CREAM—an external food absorbed through the skin.

COCO-OLIVE SHAMPOO—a reliable and luxurious shampoo which makes the hair soft and shining.

COLD CREAM—a non-hair growing cleanser and skin food.

EAU DE QUININE SCALP TONIC—a fragrant and stimulating tonic for the scalp.

FULLER'S EARTH—for hot, moist or chafed skin.

GLYCERINE AND ROSE WATER—for chapped hands, skin softener, etc.

HAND LOTION—keeps hands as young as a well-cared for face.

HENNA LEAVES (Powdered)—a pure vegetable hair brightener.

IBATH—soothing for inflamed or irritated eyes and lids.

LARKSPUR LOTION—for hair and body parasites.

LAVENDER SHAVING LOTION—for use after shaving.

LAGARG—germicide and mouth-wash.

LEMON CREAM—whitens and softens the skin.

LILAC VEGETAL—a skin freshener and astringent.

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Perfume

A rare blending of flower oils, which delicately proclaims the user's charm of presence, an exquisite perfume of good taste which casts a romance spell; the preferred choice of discriminating women. Contained within a beautiful rich blue Parisian crystal flask, with silvered base, held within fadeproof satin receptacle, lined in silver.

Face Powder

A wonderful powder evolved 75 years ago for royalty. Nothing finer can be produced. Scented with Lucretia Vanderbilt Perfume in White, Natural, Rachel and Ochrepink. Inside the hinged cover is a down velours puff fastened by clasp and kept apart from the powder.

Compacts

Conveniently carried double and triple compacts which contain Lucretia Vanderbilt Face Powder, Natural or Rachel, and delicately scented with Lucretia Vanderbilt perfume, together with soft textured rouge in medium, crimson and vivid coloring. This jeweled metal case in rich blue reveals powder, rouge and mirror. Triple compact contains lip stick.

Lip Stick

Four delicate shades: Light, Medium, Dark and Sunbrite. The latter, when applied, changes from an orange tint to a vivid red, according to the texture of the skin.

A slight turn of the container top moves the lipstick either in or out.

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MARATHON FOOT POWDER—for tired, aching and perspiring feet.

MILK OF ALMOND CREAM—excellent as a cleanser and nourishing tonic for the skin.

MILK OF MAGNESIA TOOTH PASTE—a germicide, cleanser, deodorant.

PEROXIDE HYDROGEN—germicide, hair bleach, removes discolorations and stains from the skin.

ROSE HAIR OIL—for giving lustre and order to dry, unruly hair.

RUBBING ALCOHOL—useful after bath and for sick room.

SHAVING CREAM—softens the beard and holds the whiskers in suspension for easy shaving.

SUNBURN LOTION—relieves pain, prevents blisters and skin coarsening after exposure to sun and wind.

SWEET SPIRITS OF NITRE—excellent as a diuretic and diaphoretic.

THEATRICAL COLD CREAM—for removing make-up and a general cleanser for skin.

TOILET TALC—of pure, velvety texture and non-pore-clogging.

VANISHING CREAM—a smooth powder base which prevents powder caking.

VIOLET TALCUM—fragrant and refreshing, removes shine from the skin.

WITCH HAZEL (Double Distilled)—for stings, strains, bruises and gargle. Refreshing skin tonic.

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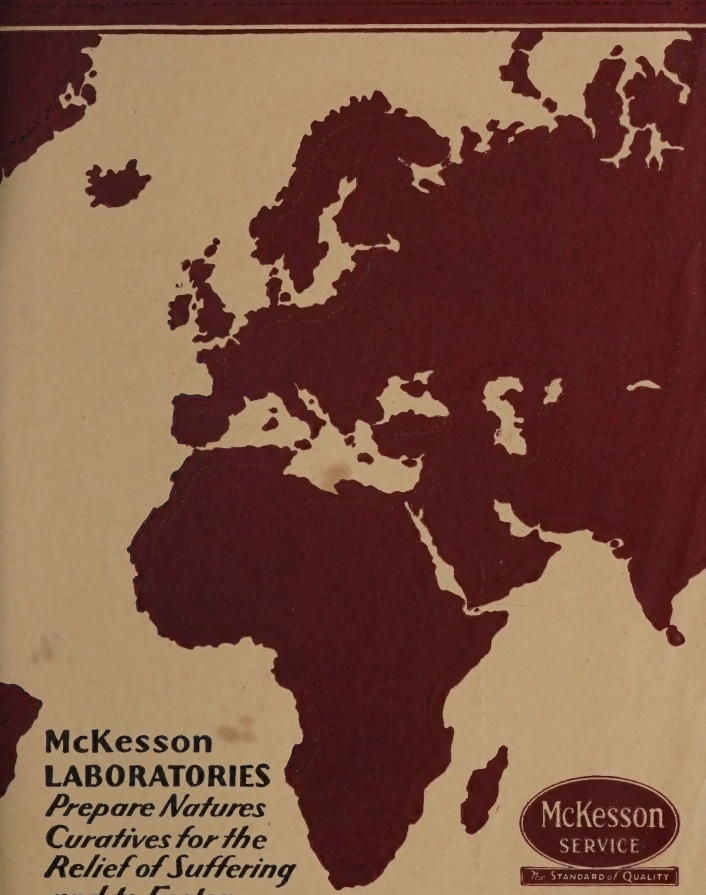

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